

THE COIN MACHINE REVIEW

THE BUSINESS MAGAZINE OF THE COIN MACHINE INDUSTRY

July, 1949

*A Personal Note
From Jean and Dolores*

To Music Operators of Southern California, Southern Nevada and Arizona

— + — + — + — + —

Dear Operators:

Thanks for your wonderful patronage of our Seeburg 100-record Select-O-Matic phonograph! Since its introduction a few months ago, the demand for this outstanding money-maker has far exceeded our supply, so need we say more as to the merits of our product?

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Jean and Dolores

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IT OFFERS "MUSIC FOR EVERYONE"



Seeburg

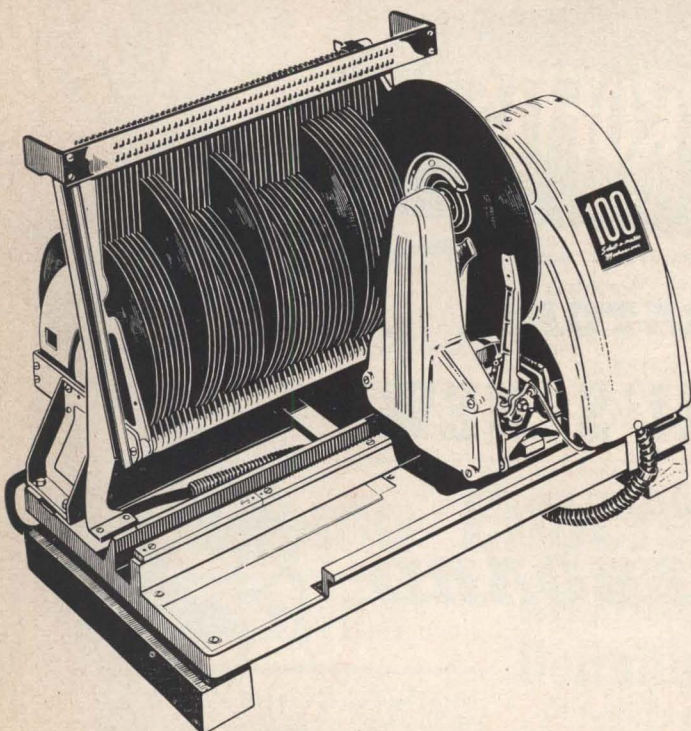
DEPENDABLE MUSIC SYSTEMS SINCE 1902 ... THERE A

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THIS REMARKABLE MECHANISM

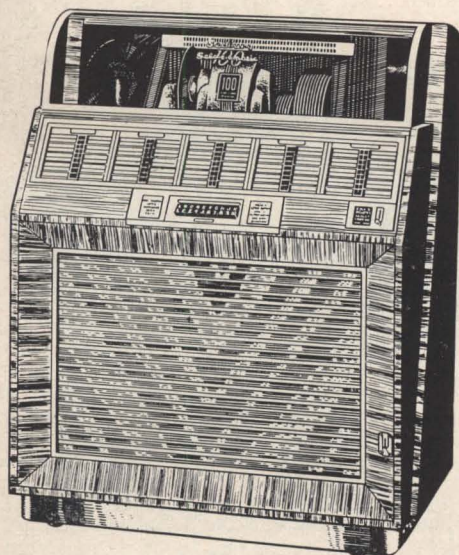
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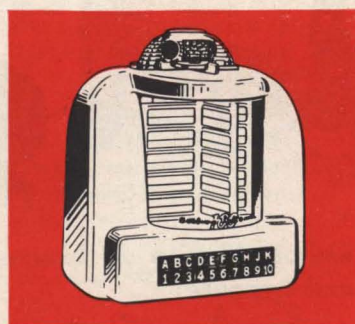
Today, people who want to be entertained by music are no longer restricted to a few popular numbers. Instead, Select-O-Matic "100" Music Systems provide "music for everyone." Every kind of music is there. Hit tunes, of course. But, in addition, you'll find "Old Favorites," "Waltzes and Polkas," "Fox Trots and Rumbas," and "Classical Selections." As a result, people who never played a coin-operated phonograph before in their lives are selecting their favorite tunes on the Select-O-Matic "100". And even more important to progressive music men, Select-O-Matic "100" Music Systems are being installed in locations that were never even considered a part of the coin-operated music market.

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THE COIN MACHINE REVIEW

JULY, 1949

★ The 192nd
CONSECUTIVE
MONTHLY ISSUE

*For the Wrong That Needs Resistance . . . For
the Cause That Needs Assistance . . . For the
Future in the Distance - and the Good That
It Can Do!*

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Oklahoma Enacts Two New Statutes

BUSINESS REVIEW . . .

Half of the year will be gone by the time this issue reaches our readers. There will be a lot of guessing about what the second half may bring, based on the course of business in the past six months. The July issue is the sixteenth Anniversary Number of THE REVIEW and in its sixteen years this publication has traveled along with the Industry in the ups and downs that come and go.

Operators of coin machines will recall that mass vacations were a big item in the business picture last July and August, and most business papers are suggesting that factories may take longer vacation periods this year. It will be one of the items that influence business in the months ahead.

Among the experts, there is agreement now that "the recession" is here. The emphasis has shifted now to guessing how long the decline will last and when bottom will be reached.

One of the most reliable observers of business conditions suggests that the third quarter will continue the decline, probably a little faster on the decline. Bottom should be reached by December and then a gradual recovery of business to set in during the first half of 1950. That is one expert's guess and it is as good as any.

Operators normally expect a slowing of business in the July-September period, so the prediction will not come as a surprise to them. The Memorial Day period did not

Clarifies Situation With License, Definition Of Amusement Devices

OKLAHOMA CITY—On July 1 the State of Oklahoma began licensing coin-operated amusement and music devices under a new law which was passed and approved as House Bill No. 199. Approval by the Governor came on May 7 and effective date for beginning of the new license system was set as July 1. House Bill No. 207 was passed by the Legislature and given executive approval on May 14, so the coin machine trade in the state now operates under two new statutes.

Operators of games that are licensable under the law are reported to be happy in the new situation, for Oklahoma had been known for many years as unfavorable to amusement games generally. A 1939 statute had been interpreted by the higher courts to ban practically all types of pin ball games, and the Oklahoma Coin Machine Assn. had sought for some years to get more favorable consideration.

During the legislative session this year, the bills that became law were endorsed by the association and its board of directors passed a resolution which urged all operators in the state to comply with the new law "both in the spirit and to the letter." The association had worked long and hard to convince state officials and legislators of the legality of their machines, and the passage of the resolution is said to have had much to do in convincing the Legislature that the new laws should be passed.

The resolution was sent to various officials over the state also and has had excellent results in promoting a more favorable official attitude toward the trade and Oklahoma operators. The state organization had the full cooperation of Coin Machine Institute and the national organi-

start summer travel off with the bang that had been hoped for, and resort areas report early business at a lower level than last year.

The decline in the second quarter of this year came sooner than the experts had guessed. The reason seems to be that business firms are cutting down on plant expansion and there is a slackening in construction in general. Hence, the key to how much of a decline there will be depends mostly on what business firms do in spending for future business and expansion.

(See BUSINESS REVIEW, Page 12)

The Review Calendar . . .

IMPORTANT DATES

July 1 —U. S. Fiscal Tax Year Begins.
July 3 —Independence Sunday.
July 4 —Independence Day.

CONVENTIONS

July 26-28—National Assn. of Music Merchants (Retail), annual convention and exhibit, Manhattan Center Exhibit Hall, New York.

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zation sent John E. Pickering, the public relations director, to the state to confer with association and also state officials. The policy of CMI in supporting only the operation of five-ball games was said to have secured very favorable reaction from legislators and officials.

Many legal and legislative battles had been fought over the subject of amusement games since the legislation in 1939, and before, and in more recent years music machines had also been given a tough break under a tax law that assessed 10 per cent of the gross earnings of the phonographs. At the time, it was feared that the Oklahoma percentage idea would spread to other states, and a few state legislatures have had such bills—but none have passed.

The new license law is a statute "levying an annual license tax on coin-operated music and amusement devices." It also authorizes cities and towns to levy a license or occupation tax on such machines, "or persons operating the same, or premises

where same are located, in an amount not in excess of 50 per cent of the tax hereby levied."

Annual tax fees listed in the law are: "for each coin-operated radio receiving set in hotel or tourist cabin, \$3; for each coin-operated music or amusement device that may be operated by penny coins only, \$6; for each coin-operated music or amusement device other than those already specified, \$40."

An annual fee of \$40, plus the fact that many cities may also assess a fee equal to half of the state fee, will appear as a rather stiff license. But, in view of the stringent difficulties that have beset the trade in the state for many years, the fee will be accepted as making possible the operation of machines so licensed. The law provides that 97 per cent of the revenues collected shall go to the general revenue fund and the balance to the tax commission fund.

Much interest of the trade at large will center in the definitions of machines to be licensed, and also in the fact that the new statute repeals Chapter 33a of Title 68, Session Laws of 1943 and other laws in conflict with the new statute.

The law devotes one section to defining a "music device," and then a second section to defining a "coin-operated music device." The fact that separate speakers may be used, and especially that only a speaker may appear in some music installations, posed a problem for shaping the license law.

A music device is defined as any and all mechanical devices which render music and may be heard by one or more public patrons; each separate loud speaker, phonograph, juke box or outlet from which such music emits is construed as a separate music device under the law. But an exception is made in cases where the music emits from more than one speaker that transmits from the same producing mechanism; in this case, the law considers all the speakers in one place, and transmitting from one instrument as one music device.

The license applies, of course, to only the coin-operated music devices and is so worded as to apply to the one phonograph, no matter how many separate wall and bar boxes or speakers are used in the one place; or, the license would apply to the music installation in one place as a unit, if only one producing device is used. The text states that coin-operated radio receiving sets in hotel rooms or tourist cabins, for the use of guests, shall be included in the licensing.

The definitions of music devices and installations would thus seem to be well drawn, to be clear in their application, and of course to include coverage of coin-operated installations of all kinds. Television is not mentioned by name, however.

The trade will probably be more interested in the definition of "coin-operated amusement device" than in anything else. The definition reads:

"Coin-operated amusement device shall mean and include any and all mechanical devices which, upon the

payment or insertion of a coin, token or similar object, causes or permits, or is incentive for, the propelling or motivating of any ball, marble or other gadget or object that produces or creates, or makes possible the production or creation, of a game of skill, amusement, entertainment or test of strength."

The wording of this section suggests that legislators find it a problem to cover the big variety of amusement devices now on the market, or likely to appear later. The law states in another section that it "shall not be construed to legalize any device that may be prohibited by any of the statutes of this state," and that the tax commission assumes that applications are for legal devices and no refund will be made if a device is declared illegal.

But, to get a clear picture of what games will be licensed, the provisions of H. B. 207 will shed much more light. This new law amends 21 Oklahoma Statutes, 1941, sections 965 and 970.

The amended Section 965 reads: "For the purpose of this Act, 'a thing of value' is defined to be any money, coin, currency, check, chip, token, credit, property, tangible or intangible or any representative of value or any other thing, tangible or intangible, except amusement or entertainment, calculated or intended to serve as an inducement for anyone to operate or play any slot machine or punch board."

There will be much consideration given to that last clause: "except amusement or entertainment, calculated or intended to serve as an inducement for anyone to operate or play any slot machine or punch board."

The Oklahoma law will be studied along with two other new statutes in two other states, the three new laws making important legislative history for 1949. In THE REVIEW for April, page 16, some details of a new Arkansas statute were given, calling it the first law in any state to specifically legalize free plays. The Arkansas law specifically mentioned additional free games as permissible.

South Carolina also has a new law which removes the adverse situation for free plays

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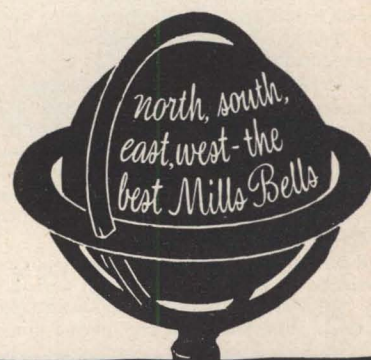
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in that state on pin ball. The S. C. statute specifically mentions free plays in Section 1 and also in Sec. 2 by saying, "except coin-operated non-payout pin tables with free play features." In other words, free play features are excepted from under the ban imposed on various forms of award.

Many details of enforcement are contained in the new Okla. law. The person who owns, or who permits to be operated in his place of business, any coin-operated music or amusement device is responsible for the license. Licenses must be affixed to the device; payments for fractional parts of the year may be made; provisions for summer operation at fairs, etc., are made. And bona fide vending and service machines are specifically exempted from the tax.

Sales Up at Ray Powers

SACRAMENTO—Returning from a plane trip to his Los Angeles office, Ray R. Powers reported his firm was enjoying such an increased volume of music and shuffleboard business that he was having difficulty keeping enough equipment in stock to take care of the Northern California trade.

With a full line of all types of music, shuffleboards, and electric score units—plus a well-manned service shop—Powers has provided coinmen in the Northern area with a much-needed service.

Nels Nelson, manager of the Los Angeles office, states that used phonographs, mirror cabinets and hideaways are going especially well, with the *Superior* line of shuffleboards and single and double-faced electric scoreboards moving at a steady pace.

How Regional Is Business?

More Attention Paid To Regional Phases Of Business Barometers

How regional is business? How do conditions in the coin machine trade compare with general business in the various regions of the United States? These questions will get more attention, now that what may be called a recession has turned the spotlight on what is happening in the various territories, or sectional parts of the country?

More than ever, people are concerned with what is happening in different sections of the country. More than ever, the various reporting agencies that try to keep tab on trade and business are trying to show the differences in the ups and downs of each region.

The word "Territory" has long been a familiar one in the coin machine trade, especially in the amusement games division. Amusement operators have usually meant territory to refer more or less to the legal attitude in given areas. Operators generally think of the area which they cover with a route of machines as their territory.

The United States is such a big country, and sections of it differ so much in resources and advantages, that it is natural to give it a regional makeup. But there are various ways in laying off the regions, and in describing them. It is also not easy to say just how the Coin Machine Industry, in its regional nature, would fit into a regional business map of the country.

One of the most important sections of THE REVIEW each month is the *Regional Business Reports* and a part of this section is the *Business Barometer*. One purpose of the reports each month is in some measure to show how the ups and downs of the various types of machines compare with the regional ups and downs of general business. There are many conditions that can affect the earnings of coin machines but the post war years have also shown clearly that general conditions in any territory have much to do with whether an operator's business is going up or down.

The writer first became interested in this subject when a short but rather sharp recession occurred in 1938. Some well-known music operators told how that within two weeks, at the time, phonograph play started dropping and in a short time had dropped about 40 per cent in their territory. The quick recession had cut tavern trade, they said, and hence music also dropped accordingly.

There are many reporting agencies that keep tab on business trends. A number of government agencies are working all the time to keep tab on business; these reports are usually more complete but are often a month to two months late—and business can change a lot in one or two months.

There are a number of private agencies that also keep tab on business and some of them make weekly reports. Some of the big banks, such as the National City Bank, also issue reviews that give the big business side of trends. Barron's Index and others like it give a general picture of business. Barron's reports are adjusted for the seasons and in other ways, in order to give a balanced view of conditions today as compared with last week and the week a year ago, etc. It is perhaps as good a job as men can do in keeping a check on business and how it may be going. Barron's also reports on the different centers so that territory can be considered.

In our regular reviews on business in the various kinds of locations, particularly drug stores, eating places, taverns, etc., the monthly reports of the U. S. Dept. of Commerce are usually followed, but these are often about two months late. The reports do show trends over an extended period of time and are about the most complete that can be had. They are issued for the different sections of the country as well as for the nation as a whole.

For the first quarter of this year drug stores were showing a general decline for

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the period, but summer normally brings a pickup in such locations; eating and drinking places were showing a higher rate of decline and March sales were well under March 1948; food stores showed a margin of gain and were some ahead of the same period last year, although prices have declined; filling stations began to do better business as the year started off. That is a report for the first quarter, and the second quarter is now at an end.

The April report showed drug stores still running an even keel but slightly above April 1948; eating and drinking places showed a slight gain from March; filling stations were also showing seasonal gains. Space does not permit consideration of the variations of these locations for the different sections of the country.

The Federal Reserve System makes a series of weekly reports on business which are widely quoted, and which are watched especially because of the light shed on the different territories. Because this agency makes weekly reports they are considered timely. The Federal Reserve makes a special weekly report on department store trade, money in circulation, and various other trade data.

Although department stores have been accepting a lot more vending machines since the war, chiefly as a service to employees, yet they are not considered a popular location for the average operator. But department store sales are presumed to be a good check on how freely people are spending money and hence the weekly reports are watched by many trades and industries.

The country is divided into 12 Federal Reserve districts and the report on the first week in June shows department store sales down in all of the districts except the Dallas territory. The report compares sales for the 1949 week with the same week last year. General reports since the end of the war have indicated that Dallas has become the money center of the nation, and the recent report on store sales suggests plenty of money is circulating in the area.

What if it were possible to have had an accurate report on coin machine earnings in the Dallas territory for the same week!

If the store sales are regarded as an index to money floating around, or how the public spends, then the New York territory started off in June with the biggest drop

and the Louisville and St. Louis territories had the second biggest decline; New York showing a 17 per cent drop below the same week last year. But keep in mind that sales are reported in dollar volume; prices are down now and a dollar volume drop is expected. Many stores report physical volume in sales is above last year.

The department store reports for many weeks this year have shown the Atlanta territory as holding a higher level than other districts; in the last report available the Atlanta area had a slight decline but stood next to the Dallas territory for high level of trade.

For the first five months of the year, store sales have made a very slight gain over last year in the Boston area, while the national report shows a 3 per cent decline. But for the first week in June the Boston territory had a 9 per cent drop, and the whole New England area is supposedly hit by the downslide in textiles.

For the first five months, the districts surrounding Philadelphia, Cleveland and Richmond have had only slight declines in retail trade; San Francisco and New York territories have reported the biggest declines for the five months. Reports on retail trade jump up and down considerably from week to week, of course.

Many operators have become more interested in sidelights on factories and other industrial fields than any other type of location, because in a way the state of industry sets the pace for retail outlets. The Edison Electric Institute makes weekly reports on the use of electric power over the country and this report is followed as a good index to what factories and even stores are doing—more business means more power is used.

The electric report divides the country into eight districts which is probably the most logical division of territory for business purposes that could be made. The general trend last year and this has been to use more power, but recently the New England, Middle Atlantic and Central Industrial districts showed declines from the same period last year. The Central Industrial area, by the way, includes Illinois, Indiana, Ohio and Michigan and parts of six other neighboring states. This area accounts for more of the industrial output of the nation than any other region, and any decline in the use of power in this area is watched carefully by business men.

The electric power report is also show-

ing the advance of the recession westward. The New England area was the first to show a drop in power use; the Middle Atlantic states (New York the center) showed an increase in power use until April 15, then a decline showed up; now the decline has moved westward to the Central district. Use of electric power by industrial plants began to show definite declines as early as March, and also stores and other business establishments began to use slightly less current in March, although the total was still nearly 7 per cent above last year; stores, hotels, etc., take about 20 per cent of the power output of the nation. The Chicago area began dropping in use of power about May 1, after holding above the 1948 level for the four months of the year; New York had dropped earlier in the year.

The Federal Reserve also reports on factory production but such reports are not as often as some of its sales reports; they are by districts however. The Bureau of Labor Statistics, by another year, plans to issue monthly reports that should be of interest to operators. The reports will show how many people are at work, and changes in total employment in 155 different industries, and the coverage will call for dividing the country into 100 districts. That should give operators a good view of how business goes in local territories all over the nation.

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Bally **MANUFACTURING COMPANY**
DIVISION OF LION MANUFACTURING CORPORATION
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

BUSINESS REVIEW

(Continued from Page 7)

Government spending still goes ahead, and consumers have not cut spending to the extent that had been expected, with so much talk of recession. The public became cautious many months ago, but total consumer spending is still at a very high level and seems likely to continue high, or until shorter work weeks and smaller payrolls force people to reduce their spending.

Business firms are buying much less and the reason given is that they are waiting for still lower prices on materials and supplies. Vending machine operators perhaps have noticed that in our monthly reports on chocolate, peanuts, sugar, etc., this publication has mentioned that manufacturers of candy have been reported for many months as resisting high prices on these ingredients.

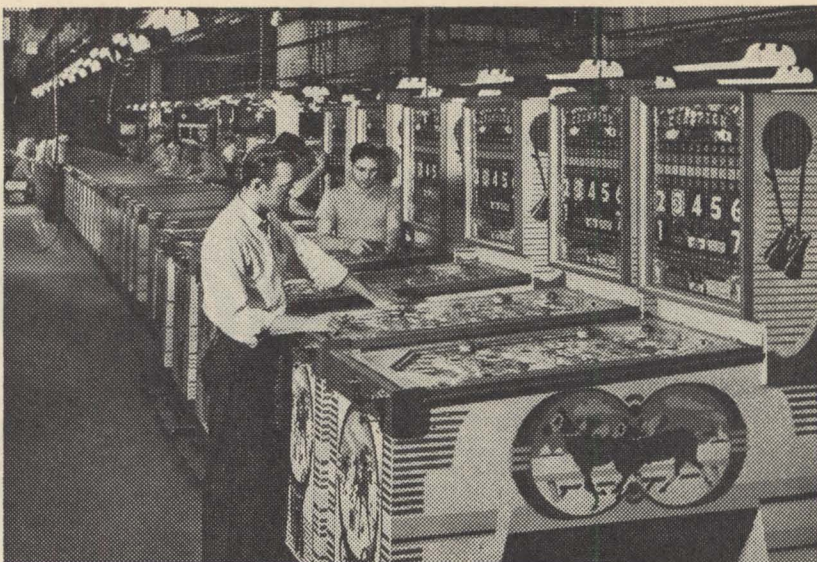
Well, this condition seems to hold throughout all business. There is more of a buyer's strike, more resistance to high prices among business firms now than among the masses of the people. Actually, it seems to be a waiting for prices to reach a lower level before normal buying is done. The big buyers are holding off.

A review of some of the many reports on business conditions follows:

AUTOMOBILES—The auto and steel industries, because of their size, are still counted on to do much in helping to keep business at a high level. The auto industry has had some interruptions recently and some reports say it is likely to slow up during the third quarter. New 1950 models will revive the trade for the last quarter of the year. The outlook is also that manufacturers may follow a program of reduced production later in the year.

While operators do not major in use of trucks, yet high production of trucks and truck-trailers has brought good price reductions on this type of transportation.

BANKS—Business loans continue to decline, but a bank trade paper says bankers are not worried. They consider the trend a normal adjustment. Old loans are being paid off at a faster rate. Banks, insurance companies and the government now compete in making business loans, with the government gaining in importance.



Above photo taken recently at Bally Mfg. Co. plant, Chicago, shows a portion of assembly line from which Bally's new Champion one-ball games are rolling at rapidly increased rate.

Bank deposits, savings accounts, etc., still show staggering sums of money available. There are declines in money in circulation, in checking accounts, etc., but they are relatively small and the total amounts of available money are at such high figures that it goes without saying there is no shortage of money. Personal incomes have declined considerably since Jan. 1, of course, and the heaviest decline has been in factory wages.

BUSINESS FIRMS—About 200 firms are failing each week, according to Dun & Bradstreet, and the rate continues to climb. The April total was twice that of a year ago. The total may reach 10,000 failures this year. In the prosperous '20s the average rate of failures was more than 20,000 firms a year; in 1939 more than 15,000 failures were reported. In the '20s the rate of failure was about one firm in every 100; the annual average rate now is one firm in every 300.

The area of Illinois, Wisconsin, Indiana

and Ohio seems to lead in failure increases, while the Rocky Mountain states have the smallest rate. Increase in failures is showing up among candy manufacturers, garages and filling stations. The retail store field generally is leading in failures.

CONSTRUCTION—As previously mentioned, construction holds the key to how much recession we may have. Government reports show residential construction taking a heavy drop in May, but total construction of all kinds began its seasonal gains in that month and was slightly above the level a year ago.

But operators will be concerned by the fact that industrial building for the first five months of the year fell 20 per cent below the same months in 1948, building of stores, restaurants, garages, etc., dropped 16 per cent below the same period a year ago. It is this decline in business construction that is hurting general business and also may hurt operators. Building of hospitals, schools and institutions is still gaining.

CROP REPORTS—Reports on major crops indicate big surpluses for the year,

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This is not sales talk, but a fact—since the law provides that no private insurance company plan complies with the law unless it gives better protection than the state at the same cost.

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a fact that may decide the general course of business later. Some predict that big crops may result in a final and decided crash in all prices; prices have tended to come down very slowly but a crash in farm prices this year would be expected to speed a general decline. The outlook can change, however. Most recent reports on peanut prospects have turned unfavorable, and there is a real shortage on some citrus juices.

EMPLOYMENT—Attention centers on industrial and factory employment; the total employment in factories is still very high, but down from the peak and is still declining. Industrial plants simply did not make the spring revival that had been hoped for. Total unemployment has not reached a point to cause alarm, but it now seems certain the peak in total number of employed has been passed. At the end of April, employment in factories had declined for the seventh consecutive month.

During May a slackening in factory layoffs was reported, but mass vacations during the summer will check factory work. The experts in guessing on the outlook:—in 1950 they predict one worker in 10 will be unemployed; in 1938 one person in five who wanted to work could not find a job; in 1933 one person in four could not find a job.

EXPORTS—South Africa and Brazil have been forced to tighten on imports re-

cently. Hence, export possibilities show declines thus far in 1949.

GASOLINE—Congress is investigating the gasoline price situation. The oil industry has cut crude oil production considerably to prevent a price crash on fuel oils. But the industry is divided on the gasoline price issue; all say gas prices should be increased but fear that the public would not accept the increase. About 40 per cent of the crude oil output goes into gasoline.

GOVERNMENT MONEY—Federal spending after July 1 is expected to climb from about \$40,000,000,000 a year to \$42,000,000,000. Cuts in spending may be voted by the next Congress. Government loans to business are gaining in importance. One report says: "The right contact in Washington, and there's a loan to keep a business going." State governments paid out \$10,400,000,000 in the last fiscal year, adding that much to the flow of government money.

MATERIALS—Recent weeks have brought a series of reports on price declines in metals and other materials needed by industry. Even steel is included in the list to show declines. Cost of building materials, however, is reported to be stiffening after a period of decline.

POWER—Use of electric power is followed to show the variations in different regions, most reports saying that curtailment in factory work accounts for declines. At the end of April, use of power for the U. S. was running about 6 per cent above the like period a year ago. But the New England and middle Atlantic states had shown declines as compared with a year ago. The states west of Omaha had the highest gains in use of power. During May the reports began to show more extended declines in use of power, said to be due to factory curtailment. Use of power had made steady gains since the end of the war.

PROFITS—The trend thus far this year seems to follow last year's pattern—large firms are making a much better rate of profit than smaller industries and firms. Recent government report on profits last year shows manufacturing industries as a whole making an average profit gain of about 14 per cent above 1947; oil companies, auto

manufacturers, steel companies and metal suppliers in general had highest gains in profit margin.

PRODUCTION—Trends in factory output have been covered in other parts of this review. Factory output is on the decline and is one of the chief concerns in the national business picture at the present time. The declines vary considerably with different industries and also in the different sections of the U. S. The regional differences in business will get more attention in the months ahead.

PRICES—The most important price trend at the present time is the decline in metals, including steel. Reverses in price trends can occur quickly. A month ago meat prices were leading in the decline on foods; the most recent report says meat prices are climbing fast. The average of farm prices has been declining one per cent or more each month this year. On the whole price situation, one business authority says: "Business is stalled in a price war between buyers and sellers. A struggle over prices is slowing business just now. The price decline, when completed, will leave business in a position to move ahead again, to go on to real prosperity."

A year ago consumers were making the biggest stir about prices. Now, the battle over prices seems to be in business circles. Purchasing agents say that firms will buy slowly until the price adjustment move has run its course. In May, price drops were reported on 36 major commodities.

RETAIL TRADE—Official reports are available on department store sales and these are chiefly interesting for the variations they show in trade in different territories. For the last week in May, department store sales for the nation showed an 8 per cent drop; heaviest decline for the week was in the Denver area; for the year an average decline of 3 per cent has been shown by department stores. Chain store and mail order sales began to show declines in April. Operators will be interested in the government report on trade in April which said that eating and drinking places had a nice pickup in trade during that month; food stores have also shown gains.

An important fact about retail trade is that reports deal with dollar volume, and the decline in prices makes the dollar volume look much worse than it really is. Generally, trade in retail stores is holding up better than had been anticipated—even if dollar volume has been cut by lower prices. People are buying more than had been predicted.

TAXES—Tax legislation was dropped from the must list, as Congress began to plan for the summer vacation.

TRAVEL—Early reports on summer travel show declines from last year; estimates vary from 10 to 25 per cent decline. Railroads have asked for an increase in passenger fare.

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Organizing A Shuffleboard League

The benefits received from league and tournament promotions are far-reaching and of a positive, concrete nature. A location participating in league competition receives invaluable free advertising, inasmuch as throughout the league's duration his place of business will be visited by hundreds of players and rooters, who possibly were unaware of his location's existence heretofore. This enables him to make many new friends and contacts and if he and his place are what they should be (sportsman-like, congenial and tidy), it is certain that when these newly made acquaintances, through shuffleboard, are in his neighborhood they will favor him with a visit.

A location owner may also look forward to visits from players from competing teams with regularity, as they will wish to become familiar with his shuffleboard in order to make their best possible showing when called upon to play on it. And his own home players will play many more games for the same reasons mentioned. On match nights, it is the usual thing to have to cater to capacity and turn-away crowds.

An organizer is the first requisite in forming a shuffleboard league. Said organizer should be sports-minded, imbued with the spirit of sportsmanship and if he is connected with, or has connections with the press, so much the better, for then he will be in the position of getting the league much helpful and needed publicity, once it is under way (scheduled matches, match results, team and individual standings etc.).

• The organizer should contact all the live wire, "on their toes" tavern men operating shuffleboards in the area, sell them the league proposition and its benefits, ask them for their further suggestions and arrange a meeting place and date so they may all attend at the same time a meeting—at which a plan for operating, the election of officers and the adoption of a league constitution may occur. He should see that this meeting is well publicized and well attended.

By Jackson Downs

Penn Shuffleboard Div.

JACKSON DOWNS, the author of this article on how to start a shuffleboard league, is an executive of the Penn Shuffleboard Div. of Cosgrove Industries, West Chester, Pa. His firm, like other manufacturers, will gladly furnish sample forms for use in conducting shuffleboard leagues. Mr. Downs will write other articles for THE REVIEW on promoting shuffleboard leagues.

On the Formation of Your Team

• In selecting his team, the smart sponsor will give two vital questions much consideration. Is the considered player a good customer? Is he a good sportsman and a good player? All of these requisites are desirable. We hardly believe we need advise, however, that the good customer and sportsman is of far more value to the team and the benefits it will bring than the good player not possessed of the first mentioned attributes.

• It is highly advisable that each sponsor appoint a captain for his entry. This captain should necessarily be the best player on the team, who is also endowed with the desirable qualities described in the preceding paragraph. The captain can assume most of the responsibilities for the team's interests and activities, thereby relieving the sponsor and allowing him to devote his time to business matters.

The organizer shall call the meeting to order when all the invited, prospective members have arrived.

He will act in the capacity of chairman until league officials and president have been elected by a formal vote of the assembly, after which the elected president will take over the chair and meeting.

Until the election occurs, he will also act as secretary and take down all minutes of the meeting.

To open the meeting, he will first call the roll and request each individual present to introduce himself and state which tap room or club he represents.

The primary consideration of all prospective members present will be the cost or

expense involved in the promotion of the project. It is therefore advisable to take this matter up at once, even prior to electing officers and adopting a league constitution.

We suggest and offer the following pattern and plan under which many (most) leagues successfully operate:

Plan

Assume the prospective league will consist and be made up of twelve teams, each representing and sponsored by a different tavern or club.

An initiation fee of \$10 shall be assessed each individual or body desirous of sponsoring a team.

Dues of \$5 shall be the league assessment for each and every match played on the team sponsor's home board.

In a twelve-team league, a full season's play requires 22 matches, 11 of which will be played on each team's home board. Therefore, a full season's dues will amount to \$55.

The \$10 initiation fee added to the \$55 season's dues amounts to a total expenditure of only \$65 for an entire 22-week season of league shuffleboard competition. The total cost participation amounts to less than \$3.00 per week for each sponsored entry.

League Income

Adoption of the above described plan means that the league will enjoy a seasonal income of \$780.

Team Prizes — \$445

1st Place	\$125.00
2nd "	100.00
3rd "	60.00
4th "	50.00
5th "	30.00
6th "	20.00
7th "	10.00
8th "	10.00
9th "	10.00
10th "	10.00
11th "	10.00
12th "	10.00

TOTAL.....\$445.00

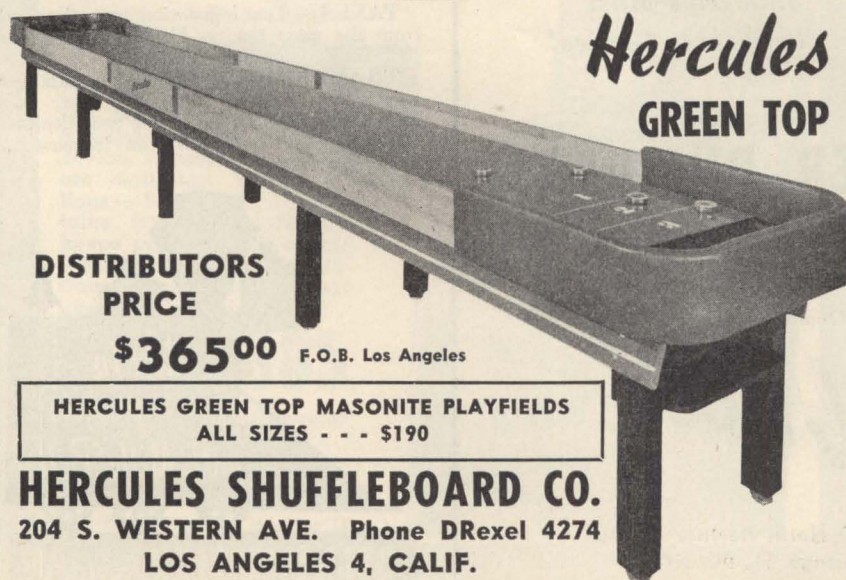
(Note that in the distribution of team prizes, each team completing the season is the recipient of some award.)

In addition to the team prizes, other operational expenses will probably include pay for a league secretary, a necessary official and one that also has some expenses in carrying on his work. Suggested salary for the season for a secretary is \$300, and expenses for mimeographing, postage, score sheets, etc., may be estimated at about \$35.



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APRIL 11, 1949

HARRY R. GREENE
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MR. ROBERT BARD
TROJAN SHUFFLE BOARD SALES
1221 WEST ELEVENTH STREET
LOS ANGELES 15, CALIFORNIA

DEAR MR. BARD:

RELATIVE TO OUR SPECIFICATION FOR THE ARMORED REINFORCING OF YOUR SOLID EASTERN HARD MAPLE THREE INCH LAMINATED PLAYING FIELD USED ON YOUR TROJAN SHUFFLE BOARD, WE QUOTE YOU THE FOLLOWING FROM OUR DESIGN NOTES.

THE PROBLEM IS TO REINFORCE A THREE INCH LAMINATED EASTERN HARD MAPLE BOARD SO THAT IT WILL NOT GO OUT OF TRUE OR DEFLECT. THE PROPER WAY TO DO THIS IS TO REINFORCE THE WHOLE BOARD BEFORE IT HAS A CHANCE TO DEFLECT AT ANY SPOT, THEREBY ELIMINATING THE EXCESSIVE STRESS OF PULLING THE BOARD BACK IN SHAPE AFTER DEFLECTION WITH THE SUBSEQUENT GOING OUT OF TRUE AT SOME OTHER SPOT.

IN ORDER TO ATTACK THIS DEFLECTION PROBLEM FROM A STRESS STAND-POINT, SOME ALLOWABLE DEFLECTION HAD TO BE ASSUMED. THIS ASSUMPTION WAS MADE AT FIVE THOUSANDTHS OF AN INCH, AND ON THIS BASIS THE ULTIMATE STRENGTH OF HARD MAPLE WAS USED AT SEVEN THOUSAND POUNDS PER SQUARE INCH. USING THE ABOVE, CALCULATIONS WERE MADE TO FIND HOW MUCH STEEL NETWORK WOULD BE REQUIRED TO HOLD THE BOARD TRUE.

THESE CALCULATIONS RESULTED IN A COMPLETE AREA COVERAGE BY STEEL STRUTS AS SPECIFIED IN OUR REPORT. WHEN THE STRUTS ARE APPLIED AS PER OUR SPECIFICATIONS, THE BOARD WILL HOLD TRUE TO OUR ALLOWABLE DEFLECTION TOLERANCES OF FIVE THOUSANDTHS OF AN INCH (THICKNESS OF A PIECE OF PAPER).

SINCERELY YOURS,

INDUSTRIAL DESIGN ASSOCIATES

By *Harry R. Greene*

HRC:LM

Thus, the total operating expenses for a season may be summarized as follows:

Total Team Prizes	\$445
Secretary's Salary	300
Incidental Expenses	35

TOTAL.....\$780

Many leagues print a number of league schedules on which they sell advertising space, thereby adding to the league's revenue.

If unable to get enough sponsored entries to form a 12-team league, our firm will, on request, supply and forward the plans and patterns adoptable for the operation of 4, 6, 8, 10, 14, 16, 18 and 20 team leagues. Also, playing schedules for same, sample score sheets, roster sheets and membership cards.

As shown in the above suggested plan of operation, the sponsor of each competing team will have 11 league matches played on the premises of his place of business or club. As additional revenue on such occasions, he may count on practically a 100 per cent turnout of the number of players on his roster and their friends and rooters. He may also look forward to a like number of players and their fans to attend from the visiting tap room or club.

As it is unadvisable, when arranging a playing schedule, to have all league games played on the same night, the locations where league matches are held will attract all parties interested in top notch shuffleboard competition on the nights matches are held at their establishments. With all these additional people gathered in his place of business on match nights, the proprietor-sponsor may safely figure on at least \$100 additional bar receipts on the evening matches are played.

JULY, 1949

The added revenue from this source alone brings a sponsor at least \$1,100 in excess of what normal business would have accounted for on those eleven nights when league matches are played at his establishment. Not a bad return for an outlay of a mere \$65 with which the league was organized and operated, is it? And those figures offer only a part of the league story.

More Dividends

The players on all sponsor's teams will quite naturally be desirous of making the finest showing possible in the league standing and records. This means that in order to better achieve their desired objective they will spend many more hours (which adds up to many more dollars) throughout the week on the shuffleboard to sharpen their game. The players on the team next to visit and play the sponsor's team will wish to become acquainted with the board on which the match is to be played, so they also may be expected to drop around for a bit of shuffleboard practice. All of which adds up to still another sizable bit of revenue realized through participation in a shuffleboard league.

It is safe to say that during the course of a season's play in a shuffleboard league between 300 and 500 will attend the matches played at a sponsor's establishment that have never before entered through its doors. It is possible that a goodly number of these people have never before heard of the place and so, were completely unaware that the location had a shuffleboard on its premises, as well as numerous other attractions. Assuming the proprietor-sponsor is a genial host and good business man, he will make many friends and new customers from this influx of new,

never-seen-before, patrons. A well-known adage in the advertising game is: "Just let me get people inside the doors of my business place so I may show what I have to offer and success will be mine." Advertising experts puzzle their \$100,000 a year minds, get gray-headed or bald and develop stomach ulcers trying to determine the best way in which that happy result might be accomplished.

And here we are aware that participation in a shuffleboard league assures between 300 and 500 new faces will enter through our doors during the 22 weeks the league is in operation. Is anyone able to name any other method of advertising capable of accomplishing such a feat? At any expenditure?

While on the subject of advertising, sponsors should take pains to see that matches played in their establishments are well publicized. Signs in the window, bar and back room, announcing forthcoming matches, and newspapers are the two best, sure-fire mediums for publicity of this kind.

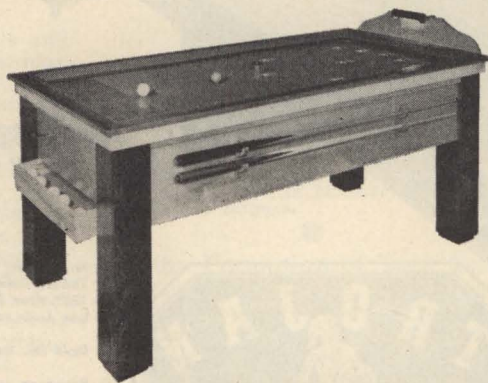
"Hercules" Playfields Replacing Wood Fields

LOS ANGELES—J. E. Bergstedt, originator of the famous Masonite top and manufacturer of the nationally known Hercules Green Top shuffleboard, reports that he is doing an increasing business selling Hercules playfields to replace warped wood playfields. "This," he said, "is in addition to a steady sales volume on the Hercules Green Top shuffleboard, which is the smoothest, fastest board built."

Bergstedt pointed out that eight coats of a new type plastic finish are baked on the masonite field, preventing warping and splitting.

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Los Angeles

June 23 was a red-letter day for Southern California music men, because on that night **Bill Leuenhagen** and **Mary Solle** staged their second successful record preview party at the Rodger Young Auditorium and gave operators a first-hand listen to tunes which may be big money-makers in the weeks hence. Bill Anson, famed disc jockey, and Ted Mossman, equally famous as a composer, once again teamed their talents to spark a brilliant show, attended by a full house. Personal appearances by the Ames Brothers (Coral) and Rex Allen (Mercury) added zest to the evening's entertainment. Labels previewed included *M-G-M*, *Fanfare*, *Central*, *Selective*, *King*, *Modern*, *Castle*, *Specialty*, *Aladdin*, *Exclusive* and *Tower*.

Badger Sales has expanded their bulk vending division. Under the capable direction of **Jack Leonard**, the firm has installed a partition to departmentalize the vending section and provide this fast-growing branch with more space. Leonard has also arranged for a "See-At-A-Glance" display of merchandise and has increased the variety of stock so it is one of the most complete in the West. The firm has also added four hand trucks to speed service. Bill Happel, head of the firm, said: "With our central location and complete stock of merchandise and machines, we are now able to provide vending operators with a

more complete and comprehensive service." Badger features *Northwestern* and other popular make vendors.

Aubrey Stemler, exclusive distributor for *Koffee King* in the 11 western states, has just returned from a trip to Oregon and Washington where he made preparations for Coast-wise distribution of the coffee machine. Announcement will be made shortly on his appointments.

Harold Probasco, production manager and treasurer of Oak Mfg. Co., is the spark-plug of the Oak assembly line as it whirls faster and faster. A mechanical engineer with 15 years in the vending business, Harold designed and engineered the sensational *Acorn*, which is now being shipped in ever-increasing numbers throughout the United States and to many foreign countries.

Quickies—**J. C. Pruner**, bulk vending

operator, is now in the East on a month's vacation. He'll buy a new car and drive it back. . . . **Preston Jarrell** of Weymouth Service Co., left for a two-week fishing and "loafing" vacation in Del Mar on June 15. . . . **Sid Bloom** became one of Vending Row's youngest grandfathers when his daughter recently gave birth to Steven Gary Reicher, six pounds, seven ounces.

William S. Deree, president of Alco-Deree Co., spent a week visiting leading distributors in Los Angeles and San Francisco before heading for Salt Lake City enroute to Chicago. . . . Spotted at Leuenhagen's stocking up on money-making discs were **Charley Hartman** of Bakersfield and **A. L. "Tex" Miller**, Blythe. . . . **R. B. Clapp**, head of R. B. Clapp Co., has returned from a two-week motor vacation to Northern California and Oregon.

Wes Kingdon, former major league infielder, is now operating drink vendors. . . . **S. L. Griffin** of Valley Coin Machine Co., Pomona, huddling with **J. E. Bergstedt** of Hercules Shuffleboard Co. . . . **W. Merle Connell** of Quality Pictures, leading producers of films for coin-operated movie machines, is taking bows over his superb direction of the movie, "Devil's Sleep."

Sam Weitzman may soon be in pro golf circles—not as an onlooker but as an active participant. At press-time, Sam was on the verge of breaking 80. . . . **George W. Feller**, Operator's Vending Machine Supply Co.'s shop superintendent, hopped over to Las Vegas recently and got himself married.

Shorts from Long Beach—**Jack Goodman** of Little Music Co., says the guarantee system is working well on new locations annexed by the firm. Little Music takes the first \$10 up to \$20 and then it's 50-50. An astute student of phono music, Goodman predicts that Dick Haymes' *Roomful of Roses* is heading for Hitdom. . . . Goodman's boss, **Stanley Little**, is doing a nice job representing American Shuffleboard along with his music operation. . . . **Rocky Barton** spent a good part of June in Texas where his father was ill. . . . **Vince Spagnol** has added *AMP's* and *Select-O-Matic 100's* to his route. . . . **Orv and Melba Kindig** are teaming well on their phono, game and shuffle route, with Melba handling the record buying and



BELL-O-MATIC • Chicago 39

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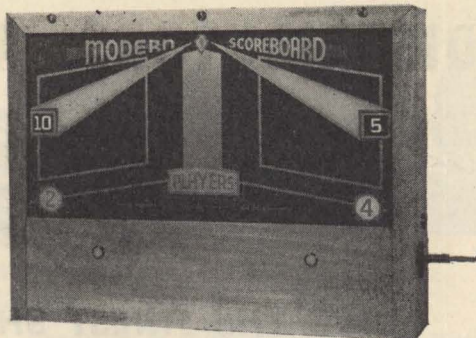
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DISTRIBUTORS

paper details and Orv doing the field work. . . . **Ralph Kroeze** has placed *Select-O-Matic 100's* on some of his top spots. . . . The resort trade hasn't yet made itself felt in Long Beach locations, but coinmen are hopeful that July, August and September will push the gross barometer upward. Locations near apartment houses and those catering to a big foot traffic are holding well, but neighborhood spots have slumped.

Despite the apparent quietness which has engulfed the Row the past month, the **Paul A. Laymon** establishment has been busy as a bee hive with operators in from all over the southland. Among them we noted **Ed Lyons**, **Charles Cahoon** and **Homer Gillespie**, Long Beach; **Roy Jones**, Inyokern; **Pop Burris**, Montebello; **Ben Korte**, Glendale; **E. E. Simmons**, Paso Robles; **Al Anderson**, Shafter; **Perry Irwin**, Ventura; **Clyde Truss**, Oceanside; **Glen McCarter**, Beaumont; **Jack Spencer**, Big Bear; **Burt Polin**, San Luis Obispo; **Bill McGowan**, Reedley; **George Licali**, Ontario; **Herb Hanrion**, Hanford; **S. L. Griffin**, Pomona; **R. T. Frazier** and **E. E. Peterson**, San Diego; **William Black** and **Alex Koleopolus**, Bakersfield; **Clyde Denlinger**, Balboa; **J. L. Rowe**, Tucson, and **Paul Carman**, Oceanside. One of the machines commanding major attention at Laymon's has been *Shuffpins*, a game which combines shuffleboard and bowling and operates on a dime for ten frames. Four players can play at one time and location tests have been exceptionally gratifying.

Trojan Sales Program Geared to Operators

LOS ANGELES—Trojan Sales Co., manufacturer of the armored *Trojan* maple top shuffleboard, is making a radical departure in merchandising which will benefit the operator.

Bob Bard, sales manager of the company, stated: "Unlike other board manufacturers whose main purpose is to install them in bars and taverns and then forget them, our program is geared to the operator because we feel it is a coin-operated device and if it is serviced as such and placed on a route basis, it will be a steady money-maker over a long period of time."

In line with this policy, Trojan is offering a package deal, including the shuffleboard, scoring unit, auxiliary kit, and instructions.

One of the outstanding features of the board is the fact that it has been engineered by industrial designers and that the three-inch laminated Eastern hard maple field is reinforced with a network of steel struts which prevents warping. Trojan Sales is backing this up with a one-year written guarantee.

A report by the engineering firm reveals that the board will hold true to allowable deflection tolerances of five thousandths of an inch—which is the thickness of a piece of paper.

San Francisco- Oakland

Empire Distributors have been appointed to handle the *Rock-Ola* phonograph. In addition, **Al and Chick Roberts** offer a complete line of used phonographs of all makes and a modern showroom and shop. Firm is also doing a nice job on *Shuffleball* and the *Shuffle Queen* scoreboard, as well as jobbing all types of coin equipment.

Veteran automatic merchandiser **Tony Parina**, guiding light of Messrs. Parina & Co., has returned to his San Francisco headquarters after extensive travelling of the Pacific Coast territory. Parina, who exclusively distributes the *DuGrenier* manual and electric cigarette machines, the *DuGrenier Candy Man*, and the *Adams G-V* gum machine, reports fine acceptance of his lines. "More and more operators are availing themselves of the famous Parina service," he said. "We have a complete stock of parts for all *DuGrenier* models, as well as all makes and models of used candy and cigarette machines in our San Francisco warehouse." One of the reasons the *Candy Man* is being so well received by the trade, Parina reports, is that the machine displays 12 brands of candy, which helps stimulate sales.

C. N. McMurdie and **R. F. Jones** jaunted to Salt Lake City to help close the firm's books for the fiscal year. McMurdie reports that the *Select-O-Matic 100*

SPECIAL SALE

4 Strikes 'N' Spares

Late Models
Like New

\$150 each

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Long established Los Angeles Civic Center hot spot. Big season just starting.

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DISTRIBUTORS AND OPERATORS WANTED!

By *Columbia* *SHUFFLEBOARDS

THE FINEST SHUFFLEBOARD ON THE MARKET!
THE LOWEST PRICED SHUFFLEBOARD AVAILABLE.

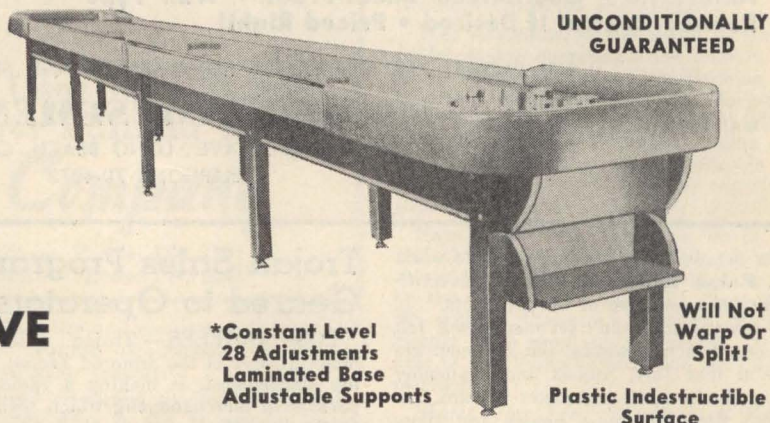
SOME TERRITORIES
STILL AVAILABLE

WRITE—WIRE—PHONE

VERY COMPETITIVE
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is going well and that with few exceptions operators are getting two-thirds of the take. R. F. Jones stated that the firm is making a concentrated effort to contact every operator in the territory at least once every 60 days to help them work out their problems.

E. T. Mape Distributing Co. is now delivering the new Alco-Deree 5-10-25c 24-selection box. This 30-wire unit mounts flush on the counter and can be used with Wurlitzer, Seeburg or Filben phonos.

M. A. Pollard is the new owner of Golden Gate Novelty Co. In selling out to Pollard, Al Armos leaves the Industry, of which he has been a shining light since 1926, to take over active direction of Saltzman Bros., largest open showroom furniture company on the West Coast.

When long-time REVIEW subscribers are mentioned, the name of Tony Munkdale, music and games operator, goes right up near the top of the list. Tony has been a subscriber ever since the first issue was published in 1933.

Bayings From the Bay Area—Huber Distributing Co. is the new Northern California outlet for AML. . . . Two of the Bay Area's fastest stepping bulk operators are Max and Bill Margo, who have built up a 500 machine operation in jig time. . . . Mape Music Co. has sold its World Music Service, comprising approximately 100 locations, to Musart Co., Muzak franchised operators. . . . Carl and Joe Noto of Nobro Novelty are doing an increasing volume of business jobbing pin games.

Two newcomers to the R. F. Jones office staff are Henrietta Perez and Marilyn Weiss. . . . In San Francisco on a business trip were Lew Jaffa, vice-president and general sales manager of Eastern Electric, and Al Weymouth, Electro distributor for Southern California and Arizona. . . . Ben Stetson reports that over 60 per cent

of the coins in his Alco-Deree music boxes in an Oakland coffee shop location are dimes and quarters.

Bally's "Champion" Outearns "Citation"

CHICAGO—Bally Mfg. Co., manufacturer of the famous *Citation*, is now delivering *Champion*, which has proved a greater money-maker than *Citation* on test locations. Automatic model of this machine is called *Kentucky*.

George Jenkins, Bally's general sales manager, points out that *Champion's* basic play principle is the popular "Match-Selection" idea. From 1 to 7 selections light on back-glass, and the ball shot into a hole corresponding to a lighted Selection scores Odds indicated, depending on whether the Win, Place, Show or Purse Section of the playfield matches the Selection.

Jenkins stated that *Champion* retains the "Citation Odds," whereby odds advance on a mystery basis, either one step or several steps per coin, but never drop back to a lower bracket.

When the "Wild-Purse" is lit, all 7 holes in the Purse Section are winners; when the "Wild-Purse-Show" is lit, Purse and Show sections are "wild." And when the complete line is lit, all 28 holes on the board are "wild."

Champion is equipped with two Horse-Shoe buttons instead of only one, and the No. 2 button permits players to hold selections, Odds and No. 1 advantages while playing extra coins to double the value of the holes in the Purse and Show section.

Among the numerous improvements in *Champion* are hardened steel armor protecting all vital mechanisms and a new type triple-wheel replay recorder which eliminates projector-lamp burn-outs. These and

other features are included without increasing the over-all size of the game or its cost.

"Snookie" Is Hit

LOS ANGELES—Although in production a very short time, the Snookie Co. reports that two additional plants had to be added to catch up on production of *Snookie*, coin-operated pool table, and that units are being delivered as fast as they come off the line.

Lee Mitchell, head of the firm, told THE REVIEW that *Snookie* is taking the play away from shuffleboard and that gross has been averaging \$40 to \$50 per week. "The cream locations are still available," Mitchell said, "but operators better check on this sensational new money-maker immediately because they'll be going fast."

The same organization which manufactures the famous *Custom* shuffleboard comprises the Snookie Co.

Sierra Products Now Appointing Distributors

LOS ANGELES—Sierra Products are now setting up distributorships throughout the country for their outstanding bowling sets for shuffleboard. By providing two sets of pins, two hang racks and two set-up racks, it is possible to have one set for each end of the table, thereby saving the players' time and speeding the game.

"Our bowling pins are light—yet they won't bounce off the table, regardless of the speed of the weight," says Ben Champion, head of the firm. "Neither will they crack or mar the surface of the board," he added.

Champion reveals that a neoprene rubber ring, set one-half inch from the base of the pin, deadens the shock when it is hit by the weight and keeps the pins from bouncing and flaring up.

AUTOMATIC MUSIC

PLUG MUSIC

The automatic phonograph has built its reputation and maintained its hold on the public by offering good music at a very economical price. The people in the automatic music business believe in the spirit and the purpose of good music.

But however good a slogan or an industry goal may be, it will not have its full power with the operator and with the public unless it is repeated often. Hitler may have scared some of us away from repeating things by repeating lies till millions of people believed them. But the principle is as old as the human race that facts and ideas must be repeated, if people are to believe them.

No matter how good automatic music may be, the fact of good music must be repeated over and over again for the public to continue to believe it. Call it advertising, public relations, or whatever you will, but it is the repeated telling about the quality of the music offered on automatic phonographs that finally sinks in and makes a lasting impression.

The music industry itself needs to emphasize over and over the fact of good music, so that every operator will become saturated with the idea and thus be prepared to work for better and better music. There was a day when the main idea was coverage, to get phonographs into every location, with any kind of music. Coverage is no longer a goal and in the future the winning ideal for phonographs will be to supply good music, music that appeals to the biggest majority of the listening public.

Attention is called to this fact while Industry organizations get a future program ready, which will contain many objectives and most of them designed to correct or prevent unfavorable conditions that confront the trade.

When the program is fully launched, the underlying reason-to-be for the automatic phonograph will still be to offer quality music to the public. To harp on the idea of good music will not take away from programs of action that organizations may launch, but will give strength to any campaign or program that means well for the music business.

And it is repeating the theme and ideal of good music that will carry on for the trade. Wise repetition is the soul of good advertising and every operator has, in his personal life, come in contact with the power of this repetition.

The best edited magazines today are the ones also that use judicious repetition of a few well-known principles until readers come to accept them as their very own, and believe in them. Good music also bears repeating and comes to have a stronger appeal to the human heart as it is repeated.

But it is the telling of the story of good music, made available in the automatic phonograph, that has never been told to the public as it should be. Whether it be told in the form of a public relations program, or in just plain advertising, that is a detail to be decided by the organizations that represent the trade.

It is understood, of course, that as the trade begins to foster, and to talk good music, operators will subconsciously begin to think, and select and offer good music in their phonographs.

When operators absorb the idea and begin to think in terms of good music, then the public will come to think of the operator and his business with more respect. But the public will have to be told repeatedly that the automatic phonograph spells good music.

CALIFORNIA MUSIC OPERATORS ASSOCIATION

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*Organized to Protect the
Automatic Phonograph
Industry*

This association has saved the operators thousands of dollars in unfair taxation. Automatic music is a legal, legitimate business and we shall always fight to keep it so. We are interested at all times in hearing from other associations in the nation and exchanging worthwhile ideas and suggestions with them. Please write.

**GEORGE A. MILLER, State President
128 EAST 14TH STREET, OAKLAND 6, CALIFORNIA**

Plan Music Convention In Chicago, Sponsored By MOA

OAKLAND, Calif.—The Executive Committee of Music Operators of America is now hard at work on plans for a national convention of music operators and of the phonograph trade, according to George A. Miller, who is national chairman of MOA and also president of the California Music Operators Assn.

Tentative planning calls for a convention in Chicago during the third or fourth week in November, and also provision for complete exhibits of phonographs and music accessories of all kinds.

The plan is to have an annual convention and to make the first one a precedent in having automatic music machines and auxiliary equipment separate and apart from all other types of equipment. This has been one of the goals of MOA since its inception, according to Miller, with the idea of giving the music business real distinction and also to better consider the problems of operators that relate solely to music.

There are many problems that relate only to music, Miller says, and a general convention does not allow the time nor give enough consideration to strictly music affairs. But a real convention for music, and showing the best equipment solely for the music operator, full displays of the record manufacturers and other equipment would greatly aid the cause of music. MOA is committed to a real program of a real music convention.

As an example of some of the problems that concern only music operators and that require a lot of attention, Miller said a lot of reports keep popping up about copyright ownership and the threat of national legislation that may hit the automatic phonograph. All operators all over the country need to consider and discuss this threat, and only a national convention will provide the time and the facilities, Miller said.

He also explained that Sidney H. Levine, of New York, and legal counselor for MOA,

has kept close tab on this and other moves, has spent a lot of time in Washington and has been on the alert to prevent such legislation and also to warn operators when the legislation should become threatening.

A national emergency meeting of MOA directors and officers would be quickly called, Miller said, if the need arose in a surprise move. Operators can be assured of this watchfulness for any serious dangers to the music business, he said.

Officers and directors of MOA have received many suggestions and ideas from music associations, and even requests for a mid-summer meeting. At first, there was some thought of having a national convention during July, either in Omaha or Denver. And then many said this would be a time when operators and their families have other plans already made for July, August and September. So, there was agreement among MOA executives that the convention be planned for the fall.

Representatives of music associations over the country have suggested that November would be the more acceptable date, and that Chicago would be the most central meeting place. Many pointed out that operators like to visit the factories when attending a convention.

Miller said the purpose is to have an annual convention strictly for music operators, to discuss their problems and to make plans for better public relations. It will be a program in which manufacturers, distributors, jobbers and operators can all heartily cooperate.

Plans are moving right ahead and MOA expects to announce a definite time and place for the convention in the near future.

Columbia Issues New Label

NEW YORK — Columbia Records has started production on a new *Harmony* label which will retail for 45 cents plus tax.

Wright Record Corp., Meriden, Conn., will be exclusive distributors of the new records.

Music Convention On July Calendar

THE REVIEW Calendar (first news page, this issue) shows definitely how the hot summer brings a lull in general activities. The important dates listed for July simmer down to the Fourth of July. The week of the Fourth last year was marked by a widespread trend in the industrial field to close plants and offices for a mass vacation of one or two weeks.

The calendar for August will also show a lack of important dates of national interest, because summer will still be in full sway.

Retail music merchants have scheduled a national convention in July, otherwise there would not be a national convention of direct interest to the coin machine trade in the month.

Phonograph records have in past years been prominently displayed and also discussed at the convention for retail music stores, and will no doubt be much in the limelight this year. There will be much said about declines in record sales—and also about the new types of records. Television will probably be the dominant theme, for retail music dealers are much interested in selling TV sets to the home.

At a previous annual convention of music merchants, representatives of one of the most active associations of music operators were present, and there was serious consideration of the idea of holding an annual meeting of phonograph operators in conjunction with the annual convention of music dealers. The idea was based on the premise that a national organization of music operators was in the making and would soon be a fact, and then a proper time for a national convention of operators would be up for consideration.

At the 1949 convention of CMI, music operators and their meetings occupied a very prominent place, and more recent reports would indicate that music will occupy a bigger and bigger place in future CMI conventions. With the shifting of the annual CMI convention to June 1950, the summer vacation idea and all may combine to make the convention all the more important to music operators.

It is well to recall now that THE REVIEW was the only publication to promote a rallying of music operators at the 1949 convention of CMI, beginning a vigorous editorial campaign months before the convention. George A. Miller and other leaders in the music field cooperated in this drive to get a rally of music operators at the Chicago convention.

RFC Loans Expected To Aid Many Locations To Continue

WASHINGTON—Business firms are said to have tripled their requests for business loans (RFC) from the government in the last six months, and the amount of cash sought is four times greater than for the same period last year. Poor collections and a decline in bank loans is said to be an immediate reason.

It is predicted that a lot of factories will be kept going by these loans, many of them considered favorable locations for coin machines. Ninety per cent of the loans are said to be for \$100,000 or less, indicating that the smaller firms are seeking loans; the average is between \$30,000 and \$45,000. Many of the firms are comparatively new, having started during the war. Requests for loans of even \$1,000 have been reported from the Detroit RFC office, where loan requests are said to be especially heavy.

SPECIAL CLOSE-OUT SALE

Zenith Cobra Cartridges—Regular Price \$2.10. While They Last \$1.65
CLOSEOUT. STOCK UP NOW AND SAVE MONEY.

Give Your Location A "New" Hideaway, Cut Your Service and Record Costs

1017 Type Hideaway, New 1017 type cabinet, 1017 type adapter, 1017 type record playmeter with Jacobs tone arm; equipped for PM speakers, completely overhauled, 24 record mechanism.

SPECIAL . . . \$235.00

JACOBS TONE ARMS with preamplifier

(reg. \$18.95) SPECIAL . . . \$15.95

BRAND NEW 3031 WURLITZER 30 WIRE WALL BOXES—

Special Closeout . . . \$32.50

MODEL 1100 WURLITZER PHONOGRAPHS—Like New—

Special . . . \$595.00

MODEL 1015 WURLITZER PHONOGRAPHS—Top Shape,

reconditioned all plastics and bubbler tubes OK . . . \$395.00

NEW MODEL 1100 WURLITZER PHONOGRAPHS IN STOCK.

COME IN AND SAVE MONEY!

Complete Stock of All Wurlitzer Parts

CLARK DISTRIBUTING CO.

415 Brannan Street

Sutter 1-5342

San Francisco, Calif.

Conference Needed to Talk Music

An Interview With Sam Chester, of Cincinnati

By George Keith

"Don't go west, young man! Stay here and enter the coin-operated phonograph business!" That is the gist of the advice of Sam Chester to you, IF you have what it takes . . . What does it take?

Personal integrity, no compromise on principles, ability to know when to compromise, sound business brains, and earnest application to the job.

Sam Chester has all these things; so much so that he served 6½ years as president of the Cincinnati Automatic Phonograph Owners' Assn.

At the last recent election he declined to run again, simply because he did not want to give the impression that the presidency had become his personal affair, with the implication of being indispensable. The pleas of his colleagues to have him nominated again, still unopposed as always, were of no avail.

Searching for a subject for a kind of success story of an operator qualified to speak authoritatively about automatic music, the choice naturally fell upon Chester.

His is not the traditional success tale of a young fellow who started from scratch a few years ago, and today owns a 1000-spot route.

Rather it is a story of success in leadership and fair-play in guiding the APOA to a commanding position in the industry.

In the years he was in the chair for the APOA, he probably could have built a tremendous music route. In his official position he had numerous chances to acquire new and choice spots for himself.

But he never presumed upon his position, according to his colleagues. Instead he always leaned over backward to favor some other operator when an open spot bobbed up.

It is no sinecure to placate operators and spot owners, to try to win over suspicious independents, and convince lawmakers that automatic music is not a source of unlimited tax money. Yet he has done these things with remarkable tact and excellent results.

Sam entered the music and games business (they are synonymous here) through ownership of a tavern. At that time, as he puts it, "We were in the moving business. No one knew whose location would be jumped when and where. No one knew what skulduggery went on behind the scenes to land a spot from a competitor. That was 12 years ago."

About 5 years later the APOA was formed. The first elected president remained in office about 6 months, then quit the music business. Chester was appointed to fill the unexpired term.

His recurring election since then, with never an opposing candidate, was a deserved personal tribute.

On first sight, this athletic-looking young 6-footer impresses you as being of the executive type. When he starts talking you know he is.

A great believer in quiet discussion, as

opposed to heated controversy, he will never play one faction against another.

The independent operators learned to respect him for this, and their leader was won over to the APOA ranks in the past year, bringing with him many followers.

Today the association membership numbers 50 operators, constituting a great majority of the larger operators, and leaving outside the ranks mostly smaller route owners. This means that peace has come to the music business in Cincinnati, after many years of smoldering unrest, thanks to Chester's leadership and his excellent committees on membership.

To the first question put to Chester, "Would you advise a young man to enter the automatic music business today?" he replied emphatically, "I certainly would!" Then he laid down the necessary qualifications as mentioned at the beginning of this story.

"As with any other business," he continued, "we need a continuing infusion of new blood to keep our life-stream healthy. There is still plenty of cream left for any young man with brains, ethics, and a willingness to word hard."

Remembering that "Automatic Phonos" has been in THE REVIEW's "B," below normal, column for many months, the next question was:

"Then you believe the coin-operated box will survive the threats of competition, such as television?"

"Certainly!" was the reply. "There is

THE JONES BOYS SAY—
Come on in!
THE PROFITS
ARE
WONDERFUL

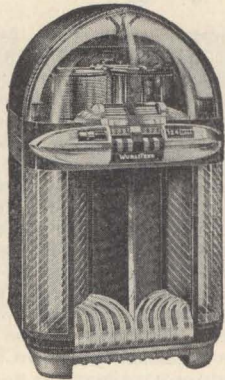
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INCOMPARABLE VALUE . . . Dollar for dollar offering more actual value than any other instrument available in the Industry today.

UNRIVALED BEAUTY . . . Both in cabinet and tone, meaning superb play appeal.

UNPARALLELED ECONOMY . . . Famous Zenith Cobra Tone Arm assuring low record cost. Twenty-four records long proven the ideal record complement, resulting in faster selection and speedier play.

YES, It Speaks For Itself . . .

Wurlitzer's Model 1100—the finest deluxe phonograph ever built.

P.S.—We're now offering outstanding trade-in allowances, terms, and financing.

Southland Distributing Co.

1128 S. CRENSHAW BLVD., LOS ANGELES 6, CALIF.

PHONE: York 5278

—Exclusive WURLITZER Distributors—

no question that our revenues are very low. But I believe the automatic music box is here to stay. Television is as yet an unknown factor to all of us. But we must regard it only as another obstacle to be overcome. I believe it can be overcome by intelligent action on our part.

"We have a great selling point. For a nickel the average working-man, who can't afford to go to a night-club, hears the same music as played by a name-band in an expensive place. His nickel turns the corner tavern into a sort of 'dream night-club.'"

"In addition to general economic conditions, what, in your opinion is the cause of reduced receipts?" was the next question, and its companion, "What can be done about it?"

"There are those, inside and outside the Industry," he said, "who claim the operator makes his own crises, and is responsible for the present low revenues. This is not true. Manufacturers, distributors, and location owners, all have a part with us in our fortunes and misfortunes."

"According to the latest figures the public is doing most of its drinking at home. This cuts tavern attendance, which governs phonograph play. Thus we cannot get help from the location people until they find a way to increase attendance. I believe such a plan is in the making now between brewers and tavern owners."

"Until this materializes we must try to help ourselves. One way is to adjust our percentages more equitably, since we are committed unreservedly to 5-cent play."

"To do this we must convince the tavern people we are giving them something extra. That is, if we place brand new, high-cost equipment we expect a better take than with older equipment."

"In order to buy new equipment to earn more money for us, we need help from the manufacturers of all kinds of equipment, including records. We believe record prices to operators are out-of-line."

"Incidentally," he said by way of parenthesis, "we tried the Record of the Month idea for several months in order to stimulate business. It did not work out as we expected. It was too expensive, and often our record of the month did not do any

better than records turned out by other companies. The public makes up its own mind, and you can only tell what the record of the month is after the month has passed. That, definitely is not the answer to our problem."

"Have you anything else in mind as a possible solution?" he was next asked.

"Yes," he said firmly, "I believe we can solve this as we have solved most all of our problems in the Industry. By conference. I'm in favor of our association, distributors, manufacturers of both records and boxes sitting down and talking the thing over."

"I believe the manufacturers should agree among themselves about keeping the output of machines down to the estimated level which the market can absorb. In other words, no dumping."

"A conference should bring out that there must be price adjustments all along the line from maker to distributor, to operator. There must be sane buying and sane selling. For one, I would like to know today if the music business faces insolvency, while I still have enough money to go into some other business."

"However, I am no prophet of gloom. I have enough faith to believe we can convince the good business men with whom we have been working these many years

that the solution of our problems is within our reach. Cooperation, and the realization that the boom days of the war years are no criterion on which to base our hopes, will do it."

There is every reason to believe that if this proposed conference should bring results, Sam Chester is capable of engineering them to a successful conclusion.

For, in addition to his organization work, Chester is the owner of the Diamond Vending Machine Co., with a good music route, a beautiful home in suburban Roselawn, and two riding mares which he did not own when he entered the coin-operated phonograph business 12 years ago. He and Mrs. Chester both are saddle addicts.

And, it is a good wager he'll be in business for many years in the coin-operated phonograph business, sir!

TV Set Sales Show Growing Popularity

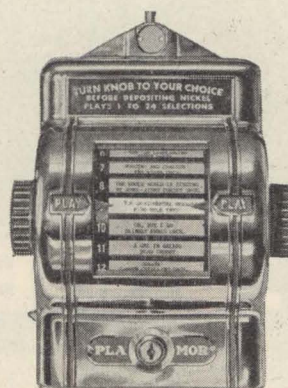
CHICAGO—Events during the first three months of the year promise that 1949 will be a very successful year in the expansion of TV sets into the home. Operators of automatic phonographs have held the view that, when TV sets get into the homes in large numbers, then TV in taverns and other public places may lose some of its appeal.

Although some estimates of possible set sales this year have been estimated at 2,700,000, it is not likely that total sets in use will still be high enough to affect use of public sets.

Growing demand for home sets is taken as full proof of the popularity of TV and its future place as entertainment. Paul Raibourn, of Paramount Pictures, told a convention of investment bankers here that TV holds a real threat to movies and also radio. He added that TV probably would not interfere too much with local radio stations and that it should boost seeing of Class A pictures.

He said Paramount had developed apparatus for the recording (on 35 mm. film) of pictures and sound transmitted by TV and showing that film on theater screens eight seconds later. It would appear that TV will be aided during the year by new inventions.

TV seems certain to also cut in for its share of the money people will spend for entertainment. It is estimated the average American family will spend about \$100 per year for its TV set, compared with the \$400 a year the average family spends for a car, and the \$40 per year the average family now spends at movies.



**PACKARD
(PLA-MOR)**

Yesterday's
Today's
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FINEST WALL BOX

Engineered Right!

Styled Right!

Priced Right!

See Your Nearest Coin Machine Distributor or
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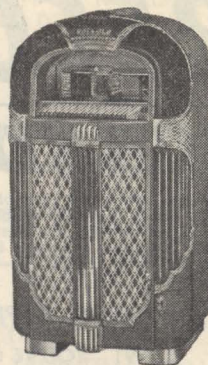
PACKARD MANUFACTURING CORP.

Noble at Market St., Indianapolis, Indiana

Accepted By Operators

FOR

- ★ **PRICE**
- ★ **QUALITY**
- ★ **PERFORMANCE**



Rock-Ola
Model 1428

The finest recommendation any product can submit is its acceptance by those who use it.

We offer this to you in Rock-Ola's

Model 1428 Magic-Glo Phonograph

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Wurlitzer Annual Stockholders Meet

CINCINNATI—Stockholders of the Rudolph Wurlitzer Co. met in annual session here June 7. The morning was devoted to the session for stockholders and directors for the ensuing year were chosen.

Directors chosen were Farney R. Wurlitzer, North Tonawanda, N. Y.; R. C. Roling, Chicago; C. R. Wright, Cincinnati; J. M. Hutton, Jr., Cincinnati; Ralph G. Lockwood, Indianapolis.

The organization meeting of directors was held immediately following and the following officers of the firm were chosen for the ensuing year:

Farney R. Wurlitzer, chairman of the board; R. C. Roling, president; R. C. Haimbaugh, vice-president; E. C. Payton, vice-president; Hugh A. Stewart, vice-president; R. F. Waltemade, vice-president; Morris C. Bristol, vice-president and counsel; R. E. Walline, vice-president and comptroller; E. L. Hahne, secretary and treasurer; B. J. Stemann, asst. treasurer; R. W. Carlson, asst. secretary; H. B. Horne, asst. secretary; G. J. Weiler, asst. secretary.

Roling, president of the firm, expressed more confidence in the automatic phonograph department of the firm than had been conveyed in newspaper quotations earlier in the year. He told stockholders that the firm is making phonographs in accordance with demand at present, a policy that prevails generally in the music industry. The firm is also alert to consider new products that may be manufactured in its North Tonawanda plant, he said.

Financial papers had quoted from the annual report of the firm, made earlier, in which it was stated that all departments of the firm had shown a profit in the past fiscal year except the automatic phono-

graph dept. The fiscal year had brought a net loss to the firm of \$1,956,956, when the preceding year had shown a net profit of nearly as much. The firm recently retired \$1,000,000 on its bond indebtedness.

The annual report recounted a brief summary of the automatic phonograph business since 1935, saying the manufacture of phonographs had been a major part of the firm's business in that time. Emphasis was put on postwar conditions which had hurt everybody in the automatic music business, from manufacturer to operator. The appearance of distress merchandise on the market had hurt the sale of new machines.

Light was given on the firm's phonograph inventory, a subject much talked of in the industry. In the previous fiscal year, the total inventory was valued at \$8,303,124. By March 31, end of the past fiscal year, phonograph inventory had been reduced to

\$6,698,611. This inventory is being reduced currently, the report said.

Walter Solomon Joins Peskin in L. A.

LOS ANGELES—Walter "Solly" Solomon has joined the J. Peskin Distributing Co. here as director of sales effective May 10th.

Solomon is an old timer in the industry having been associated with various factors for a number of years both here and in the Pacific Northwest. Most recently he managed the local office of the E. T. Mape Distributing Co. and prior to that was in the distributing business on his own in the city.

At Peskin Distributing Solly will have charge of sales and expects to put a couple of salesmen on the road calling on the trade in behalf of the AMI line which the firm distributes.

Close-Out Prices A-1 Used Phonographs

WURLITZERS		SEEBURGS	
1080	\$324.50	Cut Down.....	\$139.50
1017	294.50	8800	139.50
1015	334.50	9800	139.50
950	98.50	8200	134.50
750	199.50	Classic	84.50
850	144.50	Classic RC	119.50
800	129.50		
700	139.50		
600	89.50		
CLOSE-OUT—Wall and Bar Boxes			
Packard Pla-Mor	\$19.95	Wurlitzer 3020	\$34.50
Wurlitzer 3031	18.50	Buckley Chrome.....	4.50

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RECORD SCOREBOARD

PICKED FOR PROFITS

Below are listed the best of the current releases. Each record has been reviewed by our music staff. Only those desirable for profitable use on automatic phonographs are listed. Side listed first is considered the best of the two. Those marked with a star (*) are the top tunes of each label. Space is provided for inserting quantities desired should the operator wish to use the list as an order blank. FT—Foxtrot; N—Novelty; V—Vocal; VC—Vocal Chorus.

CAPITOL

- 57-590 IT HAPPENS EVERY SPRING (V FT); EVERY TIME I MEET YOU (V FT), Margaret Whiting
- 57-591 YOU'RE GETTING TO BE A HABIT WITH ME (V); THERE ISN'T ANY SPECIAL REASON (V), Mel Torme
- 57-593 ME AND MY SHADOW (V); I FOUND A MILLION DOLLAR BABY (V), Sportsmen
- 57-70006 THE GLORY OF LOVE (V Rhythm); TAKE IT OR LEAVE IT (V Rhythm), Julia Lee
- 37-20184 BLUE DANUBE (Waltz Inst.); TALES FROM VIENNA WOODS (Inst.), Sam Freed

CAPITOL FOLK

- 57-40157 THERE'S A SMILE ON THE FACE OF THE MOON TONIGHT (V); I'VE GOT NEWS FOR YOU (V), Jimmie Davis

COLUMBIA

- 38476 HATSVILLE, U.S.A. (FT VC); SUMMER MOON (FT VC), Harry James
- 38477 MUCHACHITA (Rhumba VC); LOS TIMBALES (Rhumba VC), Xavier Cugat
- * 38478 SCALAWAG (FT VC); THAT OLD SWEETHEART OF MINE (FT VC), Tommy Tucker

DISCOVERY

- 505 MISS OTIS REGRETS (V); LIFE'S ONLY JOY (V), Martha Raye

M-G-M

- * 10417 I HAD MY HEART SET ON YOU (FT VC); THERE'S YES! YES! IN YOUR EYES (FT VC) Blue Barron
- * 10432 SAN (V N FT); THE GOODNIGHT SONG (FT VC), The Korn Kobblers
- 10439 A MILLION MILES AWAY (V FT); I PROMISE (V Waltz), Kate Smith
- 10431 A KISS AND A ROSE (V Tango); YOU DARLIN' (V FT), Doreen Lundy
- * 10446 TWENTY-FOUR HOURS OF SUNSHINE (V Waltz); IN A SHADY NOOK BY A BABBLING BROOK (V FT), Art Mooney
- * 10447 LORA-BELLE LEE (FT VC); TWILIGHT (FT VC), Jack Fina
- * 10443 THE LOVE NEST (V FT); A PAIR OF WOODEN SHOES (V FT), Buddy Kaye Quintet

M-G-M FOLK

- * 10425 WEDDIN' DAY (V); YOU TOLD A LIE (V), Jack Kilty
- * 10427 BEFORE YOU CALL (V); IS THERE ANY NEED TO WORRY (V), Dave Landers
- 10428 BROKEN FENCES AND BROKEN DREAMS (V); TOO PROUD TO CRY (V), Bud Hobbs
- 10440 WHO PUTS THE CAT OUT WHEN PAPA'S OUT OF TOWN (V); KEEP YOUR MOTOR HOT (V), Sam Nichols

The Review Selects THE TOP TUNES of Current Releases

M-G-M 10446

TWENTY-FOUR HOURS OF SUNSHINE (V Waltz)

IN A SHADY NOOK BY A BABBLING BROOK (V FT)

Art Mooney and his Orchestra

This is a whing-dinger for automatic use for the first side bounces along at a lively rate with a goodly portion of banjo work to spice it up. Folks will sing along with this platter and the melody is one that doesn't jangle the nerves. Second side is a toe-tapper with considerable merit.

Victor 20-2927

THERE'S YES! YES! YES! IN YOUR EYES (V FT)

LOVER'S GOLD (FT VC)

Larry Green and his Orchestra

Here's a breezy ballad with a catchy beat and some topnotch piano work coupled with first rate strings and brass. There's a zippy flavor to the ditty and the lively lyrics are interesting. The use of the ukelele is unusual. On the reverse is a "Nature Boy" sort of effort which is only fair for automatics.

Victor 21-0065

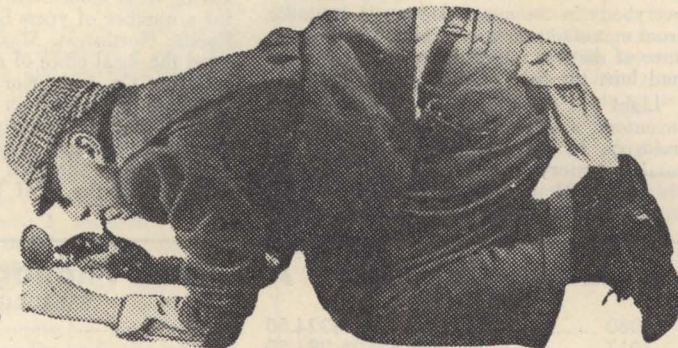
RIDERS IN THE SKY (V)

ROOM FULL OF ROSES (V)

Sons of the Pioneers

No need to tell you of the nickel grabbing proclivities of the first side. The Vaughn Monroe recording is spinning merrily in first place on most of the nation's turntables. This recording by the Sons is equally as good and in our estimation is a better rendition of the number. Second

I
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side is another top bracket tune which will build rapidly. Latch on to both sides for top returns. Victor 20-3441

ROOM FULL OF ROSES (V FT) IT'S SUMMERTIME AGAIN (V FT)

Sammy Kaye

The entire Kaye aggregation unite to build the first number into a knockout production affair with box office written all over it for the automatics. Band gives the tune a dulcet treatment featuring outstanding vocals against a soothing musical background. Coupling is an average Swing and Sway serenade.

Victor 20-3440

BAR ROOM POLKA (V N) THE MILLER'S DAUGHTER (V Polka)

Merrie Musette Orchestra

The lusty capers and snappy vocals make the "A" side a first-rate drinking song. Lyrics are catchy and tune has a bright, beery bounce. Will score heavily in the refreshment joints. Plattermate is a polka taken at a dreamy pace and possessing a schmaltzy accent. Tailor-made for operators.

Three New Services Offered by Jones

SAN FRANCISCO—In a concerted effort to help the operator sell more music and make more money, R. F. Jones Co., Seeburg distributors, have inaugurated three new services.

"When some firms sell a machine, that's when service to the buyer ends. At the Jones Co., that's when service to the operator begins."

So commented C. N. McMurdie when Jones service came under discussion.

The firm has a programmed record service for the *Select-O-Matic 100* to help music men attain a smooth operation. Operators pick the selections desired from the program issued; Jones then orders the records and has them ready for location with imprinted title strips.

The company also has a special Operator's Package of 15 Vinylite records in brilliant red, green and blue. This kit not only enhances the beauty of the machine but gives the public more of the selections they want.

The third Jones service consists of making halftones and line cuts available at no charge for operator advertising in booklets, programs, telephone directories, and newspapers.

Permo Exec. On West Coast Trek

LOS ANGELES—Eugene C. Steffens, executive of Permo, Inc., nation's foremost manufacturer of long life needles for automatic phonographs and home use, arrived here in mid-June for a combination business and pleasure visit.

Steffens was married on June 4th and is combining a honeymoon trip with business visits here and in the Pacific Northwest.

Leaving Los Angeles on June 20th the happy couple had San Francisco, Portland, Seattle, Vancouver, Victoria, Lake Louise and Banff as ports of call before returning to Chicago.

Jean and Dolores Minthorne Return from Short Trip

LOS ANGELES—Jean and Dolores Minthorne of Minthorne Music Co. have returned from a week's motor trip to Brawley, El Centro, and a stop-over at Arrowhead Springs, during which business and pleasure were enjoyably combined. Dolores has just opened their Malibu summer home in preparation for a large gathering of friends over the July Fourth week-end.

Bob Alexander, efficient service manager of the firm, checked his final *Select-O-Matic 100* before hurrying off to the great outdoors for a two-week fishing trip. Happy catching, Bob!

NATIONAL

- 9073 RICKY'S BLUES (V); THE HOUSE I LIVE IN (V), *The Ravens*
- * 9077 PENNIES FROM HEAVEN (FT VC); 'DEED I DO (FT Bop VC), *Charlie Ventura*
- 9078 HE'S GOOD ENOUGH FOR ME (V Blues); IF LOVE IS TROUBLE (V Blues), *Wini Brown*

VICTOR

- 20-3463 I'M A LITTLE CUCKOO (V N); THE TURTLE SONG (V N), *Fontane Sisters*
- * 20-3464 THERE'S YES, YES, YES IN YOUR EYES (V FT); LOVER'S GOLD (FT VC), *Larry Green*
- * 20-3465 WEDDIN' DAY (V N FT); IT HAPPENS EVERY SPRING (FT VC), *Freddy Martin*
- 20-3466 HOMEWORK (V); YOU CAN HAVE HIM (V), *Fran Warren*
- 20-3450 AIN'TCHA GLAD I LOVE YOU (FT VC); THE CONTINENTAL (Inst.), *Tommy Dorsey*
- * 20-3452 TING-A-LING (Waltz VC); EV'RYBODY KISS THE BRIDE (Polka VC), *Three Suns*
- * 20-3461 YOU TOLD A LIE (FT VC); SICILIAN TARANTELLA (Inst.), *Larry Clinton*
- * 20-3462 POLKA DOTS AND POLKA DREAMS (Polka VC); TZIGANE POLKA (Inst.), *Ernie Benedict*

(Continued on Page 41)

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Birmingham, Ala.

ARKANSAS

Music Sales Co.
Western Ark.

BRITISH COLUMBIA

Herb E. Zobrist Co.
British Columbia

CALIFORNIA

Crystalette Music Co., Inc.
1521 W. Anaheim St.
Long Beach 13, Cal.
Elite California Dist.
316 Sixth Street
San Francisco, Cal.
Mercury Record Dist., Inc.
2958 West Pico Blvd.
Los Angeles 6, Cal.

CANADA

Gordon V. Thompson
902 Yonge Street
Toronto, Ontario, Can.

COLORADO

Pan-Am. Record Sup. Co.
2061 Champa Street
Denver, Colo.

D. C., WASHINGTON

Schwartz Bros.
3623-12th St. N. E.
Washington, D. C.

FLORIDA

Wm. B. Allen Supply Co.
Northern Fla.

GEORGIA

Record Sales Co.
Georgia

HAWAII

Sloan & Gesas
Honolulu, Hawaii

IDAHO

Herb E. Zobrist Co.
Northern Idaho
Radio Supply Co.
Southern Idaho

ILLINOIS

Chord Distributors
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Chicago, Ill.
M. S. Distributing Co.
2021 S. Michigan Ave.
Chicago, Ill.
Millner Record Sales, Inc.
Southern Ill.

INDIANA

Hit Record Distributing Co.
Indianapolis, Ind.
Millner Record Sales, Inc.
Southern Ind.

KANSAS

Millner Record Sales, Inc.
Kansas

KENTUCKY

Hit Record Distributing Co.
Eastern Kentucky
Millner Record Sales, Inc.
Western Kentucky

LOUISIANA

Wm. B. Allen Supply Co.
916 N. Claiborne Ave.
New Orleans, La.

MICHIGAN

Pan-American Record Dists.
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Millner Record Sales, Inc.
1704 Main Street
Kansas City, Mo.
Millner Record Sales, Inc.
110 N. 18th St.
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Herb E. Zobrist Co.
Northern Mont.

NEBRASKA

Millner Record Sales, Inc.
Southern Nebraska

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Cosnat Distributing Corp.
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OHIO

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Columbus, O.
Pan-Am. Record Supply Co.
Cleveland, O.

OREGON

B. G. Record Service
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Portland 9, Ore.

PENNSYLVANIA

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Philadelphia 23, Penna.
Standard Distributing Co.
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Pittsburgh, Penna.

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WASHINGTON D. C....

Government Reports

Like other businesses in the amusement field, the Coin Machine Industry must depend upon the money people have left over after paying for food, rent, clothing and other essentials. Reports from the numerous agencies collecting statistics are anything but encouraging regarding the amount of money the average citizen will have left for amusement spending.

One of the most dismal reports received only scant attention in the daily press. Census Bureau said unemployment was up slightly in May—about 270,000, Census figured. Not a large increase numerically, but the significant point is that May, 1949, showed the first jobless increase over April since the depression years in the 30's. Traditionally, unemployment drops in May; that is due to the hiring that takes place as a new farm season gets under way. Total number of jobless in mid-May was 3,289,000 or nearly double that of the same period in 1948. So unexpected in official Washington was the continued rise in unemployment that President Truman had to send a hurry-call to Congress for an extra \$41,000,000 so the Federal Security Administration could pay off unemployment compensation claims.

Commerce Department totaled up retail business for the first four months of the year, found it 4 per cent lower than the comparable period last year. Of some 70 kinds of retail operations, Commerce found eight that reported income up during the first quarter of 1949. Biggest drop was in the construction field, off 15 per cent from 1948. Wall Street stocks have been generally off in the past few months, indicating a bearish attitude on the part of investors.

That's the bad side of the current economic picture as viewed in the nation's capital. On the bright side are several factors. Despite the rise in jobless, the nation's work force stood at better than 58,000,000 at the end of May. There is no sudden drop in prices, no terrific rise in unemployment, no large increase in the number of business failures, no Black Friday on Wall Street. All this is in direct contrast to the period that launched the last depression. On June 30, Uncle Sam winds up a fiscal year—in the red about a billion dollars. The gent with the whiskers missed balancing his books only by that amount at a time when he has been carrying most of the world on his back. A deficit isn't good, of course, but for the 1948 and 1949 fiscal years, the Government showed a net profit of around \$7,000,000,000.

Money in circulation is going to show an increase around the first of the year. In December, the Veterans Administration will start mailing dividend checks to veterans on their life insurance policies. Inside of four months, VA will have handed out about \$2,000,000,000. Most Federal economists think that sum is going to make a nice cushion to ease any further decline in business activity.

How Many Phonos?

First figures from the manufacturers' census on the production of automatic phonos were rather disappointing in their incompleteness. Statistics were lumped in with those for radios, TV sets, non-coin phonos and communications equipment. Only available breakdown was on 1947 total production. In that year, manufacturers put out 99,000 coin-operated phonos

(See WASHINGTON, Page 40)

Automatic Vending

A MAGAZINE DEVOTED TO VENDING MACHINES
AND OTHER SELF-SERVICE EQUIPMENT

★ ★ ★ ★

JULY, 1949

★ ★ ★ ★

MERCHANDISE . . .

In buying merchandise, operators of vending machines will find the news in most fields following a routine seasonal pattern. With the hot months of July and August just ahead, such products as ice cream, soft drinks, fruit juices and maybe milk get a more important place in the merchandise picture.

The sale of most of the merchandise items dispensed through vendors is affected by a general quietness that is reported in all business circles. Business is also taking on a decidedly regional condition, as trade and business centers turn in their reports.

Probably the most interesting reports on the regional character of business is now showing up on cigarettes. As the different regions of the nation turn in varied reports on the condition of general business, operators of cigarette machines will probably join with other sellers of cigarettes in trying to decide how much the general trend of business is affecting the sale of smokes. This may be true for other merchandise items also, for the different sections of the country are now showing a wider spread in trade and business of all kinds.

A wider variation in trade in the different sections is said by many to be a more definite sign that normal years are here again. Official reports become available at intervals to show regional sales of such merchandise as cigarettes, candy and ice cream, but are lacking on other items.

With the sixteenth anniversary issue of THE REVIEW (July Number), half of 1949 is now a matter of record and the second half is on its way. There is probably more speculation about the future of merchandise in the minds of operators, and also the people who buy it, than was true a year ago. But the speculation doesn't make news, so the outlook for the second half of the year suggests quiet.

A year ago operators were thinking much about price, hoping especially that candy bars would become available at a lower price. The merchandise picture has become much more favorable as to price, but the entire business world seems now to be sitting nervously astride a price dilemma. One of the most reliable experts on the (See MERCHANDISE, Page 34)

Candy Manufacturers Hear About Competing Products

by WALTER HURD

CHICAGO—How to reverse the current decline in candy sales was the topmost theme at the 66th annual convention of candy manufacturers here, June 5-9, sponsored by the National Confectioners Assn. The candy trade reached the billion dollar mark in national sales last year at whole-sale level (\$1,660,000,000 at retail level) for the first time, and experts now suggest that the industry will have difficulty in reaching that mark this year. Lower prices would be a factor in reaching the dollar mark, but poundage sales are also off from last year.

Candy manufacturers had available the official government report on sales for the first four months of the year, showing that a definite decline in dollar and poundage volume has been taking place. Candy bars have also been caught in the downward trend.

In keeping with its annual custom, NCA had an impressive list of merchandising and business experts as headline speakers. The emphasis is on selling more candy

through better merchandising programs. But the production and improvement of candy is also a big part of the annual programs.

George F. Dudik, U. S. Dept. of Commerce, was a speaker to make a preliminary report on a census being made of candy output and sales in 1948, a census that is made every year, the Department and the NCA cooperating in gathering the data.

Dudik said that last year it began to show clearly that some candy manufacturers had increasing business, while a large number had real decreases. The data gathered shows that the large manufacturers are generally faring better than the smaller firms. This may recall a statement by Joseph Kolodny (NATD), published in THE REVIEW recently, that before many years 10 or 12 manufacturers would constitute the candy industry as has already happened in the cigarette industry.

The headline merchandising expert was an official of the General Foods Corp., who stressed the need for candy makers to give

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more attention to super markets, chains and other grocery outlets to sell more candy, and thus help rally falling sales. (Shame that a representative of the vending trade was not on program to uphold the banner for these outlets).

P. Lillard, representing the GFC, said the candy trade is now face to face with the competition of other products, such as ice cream, nuts, soft drinks, etc., and that this is probably the main reason for slack in candy sales. Much depends on what the competition is doing, he said.

This will be an interesting point for candy operators to observe in their locations, as soft drink, juice, milk and other vendors are placed in the same spots. The writer has raised the question with some large operators, but last year most of these men said they had not noticed competition of other products as reducing candy sales.

Other reports in THE REVIEW will show that makers of a number of products are beginning to worry about the competition of other products. A recent report shows the beer industry worrying about the competition of soft drinks.

Lillard pointed out that in the last 12 years, consumption of candy has increased only 21 per cent, but per capita consumption of nuts rose 54 per cent, ice cream 77 per cent, and carbonated beverages 115 per cent during the same period. This was really exciting data for the candy makers to face.

Chief encouragement to those who sell candy came in the statement that, while candy sales are receding from the lush postwar peak, they are still about three times above the prewar level.

It was reported that candy sales in chains and super markets now average only about 1 per cent of total sales, but that such stores may build up candy sales to amount to as

much as 5 per cent of the total business done.

Vending operators might be able to capitalize on Lillard's views on advertising—at least his ideas could be applied to vendors. He stressed point-of-sale display and advertising as the one big opportunity to build up future sales—and operators would say what better point-of-sale display than a vending machine.

It has been said for many years that national advertising is the thing that builds up merchandise sales for vendors, but Lillard seemed to hold that the public may be beginning to react unfavorably toward so much national advertising, and especially mediums that have too much volume of advertising.

He said: "There are many signs that people are building an immunity to advertising. They are developing a filter ear and a sheltered eye. They make up their own minds." Surveys made in the publishing field in the last year or so have shown that people begin to tire after looking through 12 to 15 pages of a paper or magazine, and that great bulks of advertising or reading matter become very tiresome and lose their value.

Lillard quoted the oft-mentioned fact that 66 per cent of all purchases are made on impulse and that 83 per cent of all candy sales are on impulse.

How to make better candy is always a subject for discussions at the annual convention of candy manufacturers, and the 23rd annual display of machinery and equipment, ingredients and other materials, is a big part of this phase of the convention. A reported 110 firms had exhibits at the 1949 convention and probably the one new machine that will be heard about most was a machine to make a new chocolate paste that may bring big changes in quality and convenience in making chocolate coatings.

Regional conferences of candy experts had been held recently and reports were available from these meetings on candy improvement. The government also maintains a laboratory in New Orleans which carries on continuous experimental work in making better candy. Reports from this laboratory are featured every year.

Those who have followed the automatic

vending section in THE REVIEW will recall that much has been said in the past about making candy a better food product by adding proteins, vitamins and even minerals. The laboratory report this year told that such additions can now be successfully done, with candy tasting better and also being more valuable for food. It now remains for factories to set up to produce such candies. Hard candies can be made much better, and with better keeping qualities by adding calcium. Now that operators vend more hard candies, this will come as good news.

It was announced also that the laboratory next year will spend more time on improving the keeping qualities of candy made with fats and oils. This includes nearly 50 per cent of all candy bars, hence operators will be interested in the outcome.

It was reported that the candy trade is increasing its use of ingredients that come from the farm, experiments having been made with at least 30 distinctly new ingredients. The list of candy ingredients now is said to nominally include about 80 items.

Candy manufacturer-retailers held their annual convention at the same time and official reports show that this branch of the industry has had the biggest decline in sales.

Candy jobbers held their annual convention here, June 26-29, sponsored by the National Candy Wholesalers Assn., and it was anticipated that vending machines would again be a big subject of discussion. This has happened at the last two annual conventions, even when vending machines did not appear on the program.

Candy manufacturers, at their convention, heard a report on the probable form of the new code of ethics now under consideration with the FTC. Wholesalers adopted a code last year and it is expected that manufacturers will also adopt a code after the usual procedure is completed. This gives the candy industry definite progress toward fair trade.

* * *

She: "There's one thing I want to tell you before you go any further."

He: "What's that?"

She: "Don't!"

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REGIONAL BUSINESS REPORTS . . .

Cincinnati

With the exception of music and games, general coin machine business was a little better, on the whole, than last month. Lay-offs in heavy industries continue to plague the operator.

Automatic music did not do as well as last month. Some of this is attributable to the advent of the outdoor weather, but most of it is because of the general economic doldrums in which all business finds itself marooned.

Games enjoyed business only as good as that of the previous month. Tavern people, decrying the decline in patronage, got some relief from shuffleboard and television fans.

Shuffleboard play continues above the average, although the placing of new equipment has slowed down somewhat, according to one distributor. This is only due, he thinks, to the time of year, and does not indicate a slackening of interest in the game itself.

Several local, small tournaments have been staged, but with no publicity. It is not deemed wise at this time to start a city-wide tourney, as publicity given the game has not warranted such a move. It is understood some players are trying to induce a newspaper to back a tournament much in the same manner that bowling is promoted.

The weather played right into the hands of the soft drink vendors, as the thermometer hovered at midsummer highs. Receipts were up over last month in pleasing amounts. There is no noticeable increase in

cup machines in this area. Theater vendors, however, noticed a drop in sales, as show business felt the impact of the weather, added to the already depressed attendance.

Milk sales were affected somewhat by lay-offs and some operators, if not all, had to take notice of several cuts in retail milk prices and reduced their vending price from 12 to 11 cents a pint.

But, in spite of lay-offs and weather, coffee sales are remaining encouragingly good, according to reports.

Candy did better than anticipated last month. Operators are changing to summer bars, which will now hold sway until fall arrives.

Cigarettes took a seasonal spurt upward, increasing revenues well over last month, and keeping them about as good as last year. The three leaders held their places, with Philip Morris crowding them very close. Many odd brands appearing on the market are complicating things for the vending machines, as the public shows a tendency to shop around and try the comelates at the expense of the old stand-bys.

Pop corn showed an expected decline from the winter heights; some of the drop is charged to theater attendance drop, but most of it was seasonal and the situation is described as normal and satisfactory.

Chewing gum sales remained off, doing about the same as last month, and not as good as last year. Selling at bargain prices in the chains has whittled into this branch of the vending machine business.

Nuts continued to show surprising firmness, while records for the third month made a poor showing, and manufacturers

BUSINESS BAROMETER

JUNE
1949

	GENERAL BUSINESS	AUTO. PHONOGRAPHS	AMUSEMENT GAMES	SHUFFLEBOARDS	BEVERAGE VENDORS	CANDY VENDORS	CIG. VENDORS	POPCORN VENDORS	OTHER VENDORS	SCALES
--	------------------	-------------------	-----------------	---------------	------------------	---------------	--------------	-----------------	---------------	--------

Cincinnati.....	N	B	B	A	N	N	N	N	N	N
Columbus.....	A	B	N	A	A	B	N	B	N	A
Los Angeles.....	B	B	N	N	N	N	N	B	B	N
St. Louis.....	N	N	N	A	A	B	N			
Spokane.....	N	N	B	A	A	B				
Twin Cities.....	N	B	A	N		B				
Wash., D. C.....	A	N	B		A	B	N	N		

N—NORMAL
A—ABOVE NORMAL
B—BELOW NORMAL

are inclined to blame this on television occupying the pleasure time of the family which used to be given over to playing records.

Both outdoor and indoor arcade business perked up with the beginning of the summer resort season, and near-record attendance because of the heat.

Voice-letter machines are gaining in popularity and rendering nice returns.

Scales did an increased take as folks shed their heavier clothes.

The new main library proposes to install vending machines so that readers may fill their fountain pens, at their own expense, and not that of the taxpayer, as now. A sound-proof room wherein a fellow can try out his new records, is also in the plans.

Unemployment claims last month were about 1300 more than in the previous month, but about 2200 less than the January peak.

George Keith

Columbus

Retail sales volume in Columbus has been pushed above last year's, a survey recently showed here. The U. S. Department of Commerce, after a survey of Columbus retail business for the first four months, said the total volume was up three per cent over the same period in 1948.

Restaurant and bar business was up six per cent in the four-month period this year, the survey showed, which indicates that coin machine owners had somewhat of a break in this purchasing field.

In general, the health of local industries is good. The coal "holiday"—one of John L. Lewis' many impositions on industry other than his own—has been the cause

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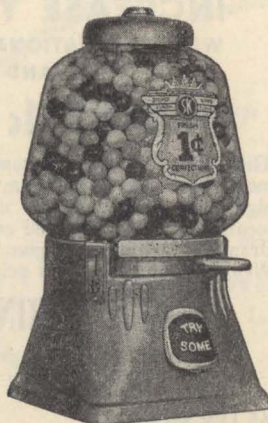
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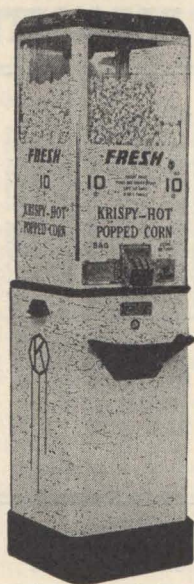
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of layoffs in local railroad shops. The effect of this "holiday" is felt all along the line, in many quarters where it would be least expected.

The men who make their living with phonographs and pin ball machines in Akron can breathe easier again. City council there did an about face on the ordinance passed several weeks ago, putting a three per cent amusement tax on coin-operated amusement devices. They did this by accepting a report from the Taxes and Assessments Committee. The vote had the effect of killing the bill previously passed.

Local phono operators are still serving music for a nickel and business has been fair, although much of the trade is now moving outside for the summer. Nearby Buckeye Lake and Norwood Park are beginning to get much of the summer business, especially weekends and holidays.

Portsmouth's new "anti-gambling" ordinance went into effect, with city officials declaring it will be enforced. The ordinance covers bell machines, punch boards and "free play" pin ball machines. Operators and distributors of bell machines, punch boards and "free play" pin balls, who function on a wholesale basis, have been notified that they must remove their machines in compliance with the new ordinance.

Chief puzzle in interpretation of the new ordinance is likely to be the portion covering pin ball machines. Those devices which do not "pay off" with free games are not illegal, but simply amusements. Enforcement officers said it would be difficult to prove whether or not a pin ball machine actually provides free games, since this may be up to the proprietor in many cases.

Nearby New Boston has introduced an ordinance similar to Portsmouth's which would prohibit the exhibition and use of pin ball machines, bell machines and similar devices.

Demand for installation of shuffleboards continues, but the city is pretty well covered now. Interest still continues to build in the new game and some of the boards are now standard equipment in many amusement areas. As yet, your reporter has not come in contact with any tournaments.

Demand for soft drinks continues at a high level. We have had much humid weather and that usually creates more of

a desire for them than the usual hot weather. New drinks have been scarce in making their appearance, while many of the old ones are oftentimes hard to find.

One of the newer dispensers to show in Columbus is an automatic coffee dispensing machine.

Akron operators were stymied for 17 days recently when bottled deliveries of cola were held up by a truck drivers' strike. The wage dispute was finally resolved.

Many summer candies are making their appearance as summer heat bears down. Summer coatings are helping many brands, but demand is off considerably from colder weather.

The Ohio Cigarette Vendors Assn. was formed here recently, with the group's 50 charter members electing Maurice Levitch, general manager of the Stern Cigarette Vending Machine Co., Norwood, as president. Other officers elected are George Flanagan, Dayton, first vice president; George Golden, Cleveland, second vice president; Allen Ziegler, Columbus, treasurer, and Leonard Stern, Columbus, secretary.

Initial aim of the association, the officers said, will be to protect the industry from unfair legislation and improve the vending machine business. The group plans a campaign against the proposed three per cent Ohio sales tax, as it would affect cigarettes.

William D. Bailey, supervisor of the excise section of the Ohio Department of

Taxation, reported that sales of cigarette tax stamps for the month of May 1949 increased \$11,649 over the same month last year. In May of 1948 sales totaled \$1,475,378, while this year they reached \$1,487,027.

For the year to date, cigarette tax stamp sales increased .91 per cent. Sales for the five months of 1949 were \$6,902,787, while last year the total was \$6,840,457.

Warm weather has put the silence on many pop corn machines, although theaters are still selling the product. Many locations are reporting slow business, however.

Penny scale operators are reporting a slight upgrade in business, while two week-ends which were holidays helped stamp machine sales. Otherwise, most machines are about the same as before.

Congratulations to THE COIN MACHINE REVIEW upon the occasion of its 16th birthday and may there be 16 more years of excellent service to the cause of furthering the Industry!

W. C. Arthurs

Los Angeles

General business conditions during June can best be termed "static." If there are any pieces of equipment which are making the operators heaps of money, your business reporter hasn't heard about them yet.

As compared to the over-all business picture, however, coin machines are holding

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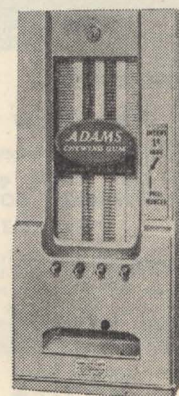
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Almonds (Teeny) Vacuum Packed—5 lb. Tins, 600 ct.....	80c lb.
Almonds, Vacuum Packed—5 lb. Tins, 400 ct.....	65c lb.
Blanched—Virginias—roasted and salted.....	32c lb.
Boston Baked Beans (BBBs).....	23c lb.
Parched Corn (Cornnuts)—Delicious.....	23c lb.
Pistachio Nuts—Red.....	65c and 88c lb.
Rainbow Mix (Candy coated Peanuts).....	25c lb.
Spanish—New crop, salted—GOOD.....	24c lb.
Gum—Regular Ball Gum, 125 count.....	35c lb.
Gum—Bubble Base, 125 count.....	27c lb.
Badger Pecan Nut Mix.....	60c lb.
Redskins.....	28c lb.
Pine Nuts (Pinions).....	43c lb.

Also Complete Selection Charms—Parts and Supplies

Northwestern Model "49"
With

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Now You Can Cut Vendor Servicing
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their own. With less people patronizing bars, taverns and restaurants, and with less spending money and reduced industrial employment, how can the coin machines in these locations receive more than below-normal play?

Music has been unsteady. One week gross goes up; the next week it comes down. But the smart music operator who selects and merchandises his records carefully, keeps service costs down, and isn't afraid to pull equipment out of spots losing money, is still very much in the black.

While exceptional shuffleboard locations are still grossing \$70 and \$80 per week, the average is running around \$30, which still leaves margin for a profitable operation.

Cigarettes, candy, popcorn and beverage machines are getting only fair play, and while scales are below last year's figure on a comparative basis, they are doing well when present business trends are considered.

San Francisco

Bright rays of light in the Bay Area's business picture are being beamed by bulk machines, ice cream, scales, and shuffleboard. While the latter has dropped to an average \$20 weekly net, this is considered excellent in view of the sparsely populated bars and taverns.

The televising of all Coast League ball games has made itself felt in music take, which has not recovered from the low point reached in May. Labor unrest, industrial layoffs, and generally poor business conditions have hurt cigarette, candy bar, coffee and soft drink machines.

St. Louis

Shuffleboard sales continued to shine as the bright new star on the coin machine horizon in the St. Louis area, and many operators, who are fortunate enough to have locations alongside shuffleboard tables, report a sharp pickup in collections. Typical operators have found that pin games, phonographs and even vendors are profiting sharply through drawing the attention of shuffleboard devotees waiting their turn at the boards.

The Missouri Amusement Machine Assn. held a "quiet meeting" during the month, during which little new business was

brought up. The reduction in new equipment prices has been encouraging, and a letter of thanks to agents helpful in bringing down new machine costs has been sent out. Plans for the annual summer outing are in the making, according to veteran executive Abe Jeffers.

Vending route operators report the usual hot weather slump in candy sales, a bit more serious for 1949 due to the excessively early hot weather in May. Most operators are removing machines not in air conditioned spots, although a large percentage report they will leave vending equipment in place with candy bars suited to the season.

Tobacco vendors report cigarette sales holding their own, despite a price war among chain stores in the suburban districts which has brought cigarettes down to 14 cents per pack in most instances. There is a general trend toward use of electrically operated equipment, and many location owners are insisting upon them.

Another gratifying influence which is stilling the complaints of operators over low collections is the rise of packaged air conditioning through St. Louis. Taverns, confectioneries, smoke shops, billiard parlors, retail stores, etc., are busily installing five and ten ton cooling systems, to maintain play or sales volume during the "dog days."

New pin games are being tested over the routes, with Williams' products notice-

able in many locations. While shuffleboard has caused a slight setback in most territories, the trend toward economy in entertainment is causing many workers to amuse themselves with pin ball time, rather than expensive movies or an evening at the tavern.

The St. Louis Shuffleboard Assn., composed of distributors and operators, will soon announce plans for tournaments, and "student" promotion, designed to acquaint more people with the sport. All plans are in a formative phase, however, according to Tom Collins, of Universal Distributing Co.

Operators report that cola and orange drink dispensing machines are showing excellent results. It was pointed out that a machine, which would give the public their choice of flavors, would be an excellent innovation in the field. The cola drinks, as well as the orange drink, sell at 5c per paper cupful.

The Table Shuffleboard Assn. held its first conference in St. Louis the latter part of June. In addition to setting up a standard set of rules, forming of men and women teams, both singles and doubles, the promotion of the sport as a national recreation, and other subjects was taken up at the national conference meeting. Operators, distributors, manufacturers and location owners attended the meeting.

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Spokane

Business in this great Inland Empire seems in general to be normal for this time of year. Tourist trade will undoubtedly add up a greater score this year on account of more stable weather conditions. Last year's business suffered tremendously due to the nation-wide publicity given the floods that plagued the Northwest.

Pin balls will apparently remain in the city until voted out at some future election.

Judge W. Lon Johnson, of Colville, ruled the injunction restraining the city from ousting pin balls should remain in effect until an election is held on the referendum on the ordinance of March 29, 1949, banning the machines.

The fireworks all started when the City council decided to put the question as to whether slots should run in clubs and pin balls in other public places, to a vote in the last municipal election, although it was too late to certify it legally. The outcome was that the slots won and pin balls lost. Pin ball interests immediately fell back on the city charter which granted them a legal right to protest the ordinance which was drawn up against them following the advisory election results.

Sufficient names were obtained on a referendum petition to stop the ordinance from becoming law, it was thought. But, owing to pressure put on the council by reform groups, the council ordered them to be out by May 22, which forced pin ball operators to take it to court, with the outcome stated above. A new Commissioner took office immediately following the court decision, but no new flare-up is anticipated.

The judge who tried the case was brought in from one of the northern counties. After

hearing the judge denounce almost all parties concerned for their slipshod methods used in the case all the way through, it is generally believed that no further action will be tried and that the whole matter will be presented at the next municipal election to be held in 1951, provided no special election is called on some other issue.

Music operators report normal business, with an increase expected as the summer fades into fall.

A few amusement games make their showing in taverns alongside the old money-making stand-by, the pin-table.

Shuffleboards are going like mad, due to the extra attention given them during the pin ball fight. Many operators, as well as business owners, had turned to shuffleboard as a possible alternative, thereby giving the game a firm foundation which will carry it a long way in the future. One parlor has been opened and others will probably crop up very soon. Small neighborhood tournaments are being organized and large posters used to advertise the presence of the game.

Many new beverage vendors are being placed in this territory and a much warmer season is anticipated which will justify their presence.

Cigarette vendor operators are still in the dark as to the legality of the bonus law which would boost the price of tobacco ten per cent. A test action in superior court resulted in a decision against its constitutionality. Further action will take it to the State Supreme Court.

W. L. Ferrall

Twin Cities

By now summer is well under way and a record tourist season is indicated for

Minnesota and the Dakotas, with operators continuing optimism for July and August. June got off to a fast start, following Memorial day holidays, with thousands of fishermen packing most resort areas and providing a record business. Meanwhile, business in the cities, naturally tapered off a bit.

Resort operators have increased their coin machines tremendously over a year ago and many spots are adding new pin balls and shuffleboards rapidly. Many operators are just getting on the board bandwagon after discovering the merits of the craze.

Sales of used music equipment seem to be indicating a trend towards fair equipment at less cost, and maybe a straw in the wind, with many operators balking at new equipment which offers no radical improvements. Hy Greenstein, of Hy-G Music, reports business is leveling off here, although one-balls get good play and the fishing season brings in heavy takes.

Biggest problem facing venders is the recent hike in cigarette taxes which has them in a squeeze play. The boost from 3 to 4 cents finds many operators passing tax on to consumer, while some are attempting to absorb it. Retail price is now 21 cents but many machines are still vending them at 20 cents, as a number of distributors refuse to penny-pack, deeming it too expensive an operation.

Many locations are balking as operators cut out profits to location. A number are discontinuing the machines. Locations are swamping distributors, seeking to make independent purchases, but so far most

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distributors have refused, realizing they are "on the spot." LeRoy Johnson, of Can-teen Sales, says the tax is discriminatory and it is likely its constitutionality will be challenged. Already a number of manufacturers have threatened to move and few are moving from Twin Cities due to unfavorable taxation picture.

After the convention, sales took a noticeable spurt in this territory, particularly from outstate operators covering the resort areas. Interest is perking up on arcade equipment, with many resorts adding this equipment and building arcades around shuffleboard and tournaments.

Shuffleboard is leveling off here, with around 600 boards located in area so far, getting average \$25-\$50 weekly grosses, a few spots as high as \$100. More than 50 operators are handling the boards now, after a slow start six months ago. Many are just discovering the game, indicating there's still a selling job to be done by some manufacturers and distributors.

Delivery difficulties are easing up now, with better flow from manufacturer, jobbers report. Shuffleboard parlor craze as yet has not taken firm hold here. Only one has started in Minneapolis, and it has ping pong and pin balls to support boards. The city is planning to install a number of the boards in its park pavilions, in which case the game will get a big boost locally.

Twin City arcades are now spotlighting the boards over other equipment. Rifle Sport, Playland and Capitol Tavern, to name a few spots. One operator in Minneapolis has 45 boards out and another 12 in St. Paul. Best spots seem to be the beer taverns.

Very little promotion as yet here on the game. No large scale tournaments spotted. One St. Paul location advertised the games when it opened, but that's extent of public print publicity. Seems Minnesota publications shy away from anything coin operated due to the Governor's anti-gambling program which has affected allied games.

Shuffleboards got a \$5 license fee slapped on them in St. Paul June 1, if other equipment in location. If boards are first coin equipment, then spot pays \$50 initial fee and \$5 each additional board.

It was reported that in Minneapolis the town fathers dug up an ordinance passed in 1893 which showed the city had licensed a shuffleboard of some type 56 years ago. So perhaps the city isn't so far behind after all. License in Minneapolis is \$34 per board. So much for shuffleboard.

Interest is slowly increasing on coin TV, with Jack Karter's Midwest Coin pushing Trans-Vue units and reporting them going well in St. Paul area. Arcade guns are moving now and other similar equipment picked up by end of May.

Tom Crosby, president of Minnesota Amusement Games Assn., Faribault, has been heading a drive in his town to build a new high school. Demonstrating what good industry "grass roots" public relations can do. Crosby has been aiding Catholic sisters in raising \$250,000 for the 650-student building. He formed a community citizens committee which raised \$126,000 in two weeks.

Mercury Records Distributors here lost 60,000 records, a blow to operators, in a

\$40,000 fire in May. American Sales Service, juke distributors in same building, lost seven machines in the blaze. Henry Sabes operated the record firm.

In Duluth, a district judge ordered police not to intervene in operations of *Hollycranes* after Mike Atol, Zenith Sales, asked for an injunction to prevent interference by police with the devices. Atol said the prizes were legal and had been declared so by the State's Attorney-General. Police differed, said they violated state gambling laws.

N. F. Wood

Washington, D. C.

Business conditions in Washington have been holding up well. For the first five months of the year, general retail business was up about 3 per cent from the same period last year. Budget cuts are in store for most of the Federal agencies, however, and a lot of workers are going to get the ax. Counterbalancing this, however, workers from the D. C. Government are going to get a \$330 wage boost as a result of the passage of the sales tax, which will put the city budget in the black for the first time in years. Reports on unemployment rises put out by Federal statisticians have pointed out that local employment conditions are excellent compared to many sections of the country.

Hot weather is finally moving in after an unusually cool spring, and beverage vendors are profiting. Multiple drink machines are springing up all around town, and several cafeterias have installed them. Most candy operators have switched away from sticky candies and stocked their machines with harder varieties. A number have changed over to cookies and cakes. The outdoor season is not yet in full swing, but vendors have already installed machines in such locations as golf courses, amusement parks, archery ranges, and the like. Pin ball games are not doing as well as hoped for, but nobody seems to be losing money on them. With the exception of pistol ranges, other amusement games are doing poorly. Pop corn sales are holding up as well as can be expected, with neighborhood movies not yet having generally turned on their air-cooling. Phono grosses are about as usual, but Hirsh de La Viez, president of the Washington Music Guild, is cooking up a big public relations stunt for the fall, which should spur the flow of nickels.

Roy S. Ramsey

Pepsi Stockholders Hear About Declining Business

WILMINGTON, Del.—Sidelight on soft drink brand sales was shown at the annual stockholders' meeting of Pepsi-Cola Co. here recently. Walter S. Mack, who has been making speeches to the bottling trade in many states on vendors, as president told stockholders that the firm's sales in the U. S. were down about 15 per cent while foreign sales have increased.

He explained that 8-ounce bottle of Pepsi, to sell for five cents, is still experimental and that home sales are chiefly on the old 12-ounce size. Stockholders raised questions about the hiring this year of an ex-Coca-Cola sales manager at \$85,000 a year.

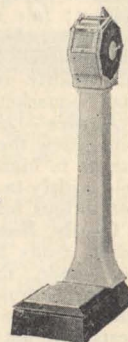
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MERGE STUDIOS

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EXPERT COMMERCIAL and FINE PORTRAIT PHOTOGRAPHY



MERCHANDISE

(Continued from Page 27)

business picture says the bottom may fall from under farm products in the next few months, bringing a complete price crash for business as a whole. That would mean cheaper merchandise for operators but it would also hurt sales in general until the country recovered from the crash.

Price-cutting evils will be mentioned more often during the rest of the year—may become a big issue in most lines of merchandise. Price cutting was a big subject at a recent meeting of the candy trade in Pennsylvania.

A review of some of the reports on vendor merchandise follows:

Almonds—In a quiet nut market, June brought some uneasiness to the almond market; fair stocks were reported in the big centers but demand early in June was off. Congress has considered a bill to regulate quality and amount of almonds that may be marketed, if growers agree.

Apples—Last year's short crop—22 per cent below the average year—is now showing up in high prices on this product. Not sold widely in vendors, the market trend is not serious for the vending industry.

Candy Bars—According to official reports, candy bar sales started off on the downgrade, the first quarter showing a poundage drop of 9 per cent as compared with the same months last year. Later reports have not changed the general outlook, and the next two months are not likely to improve candy bar sales. However, manufacturers usually start action in August, to get ready for fall trade. Reports on the ingredients market have suggested quiet buying by manufacturers since May. Even with high sugar prices, candy manufacturers did not seem to rush to buy dextrose, corn syrup, etc. Hence, market observers have considered this as a sure sign of quiet in manufacturing circles.

Chewing Gum—Official reports give the information that such firms as Beech-Nut and American Chicle made less profit for the first quarter of 1949 than for the same period last year. Trade observers have reported for several months that sales are declining for a number of manufacturers, but that total sales of chewing gum still seem to be gaining. Financial papers reviewed the annual report of Bowman Gum to say that "last year was an unfavorable period for the bubble gum makers." The firm's own report said that bubble gum had its unfavorable period in the first half of 1948, and that sales improved in the last half. Some new novelty items have sold well this year, the firm reported. Reports on the mint flavor market do not shed much light, since large firms like

Wrigley get most of their flavors from contract growers.

Cigars—Tobacco trade circles have said that the first four months of the year indicate increasing sales for the lower priced cigars, and also the higher priced brands; the middle bracket seemed to lose. Official report for April said total cigar output was about 5 per cent below the same month in 1948.

Cigarettes—More details will be found in the section on *Cigarette Vending* in this issue. Two reports have commanded widespread attention: first, the government report that revenue stamp sales on cigarettes dropped nearly 15 per cent last April as compared with the same month in 1948; and, second, reports that retail stores have reduced their stocks of cigarettes. Tobacco trade papers say the trade is puzzled about the big decline in revenue stamp sales that showed up in April. The carrying of smaller stocks by retail stores is regarded as simply in keeping with the times, but it could have a deeper meaning.

The annual report of Philip Morris called attention again to the fact that sales of this brand have been climbing fast; Philip Morris begins its fiscal year on April 1, so its report is fairly recent. Sales since April 1 have been reported as encouraging. Sales increase last year was reported as a 27 per cent gain. In a check with cigarette operators on brand sales last year, some operators were strong in emphasizing gains being made by this brand.

Cookies—The bakery trade as a whole continues to report sales as holding fairly steady, but this during a period when sales should be making good gains. A Chicago financial paper recently reported that "some of the crispness has gone out of the biscuit market." Sales have "leveled off," the baking industry reports.

Coffee—Reports from the big market centers show the usual fluctuations that happen in a speculative market; the outlook in the producing countries is that prices will remain high.

Frozen Foods—The most important topic is that of the expansion of warehouse facilities to handle a bigger distribution of frozen foods. Financial papers say there is increased activity in such expansion this year.

Hosiery—Makers of nylon hose are said to be watching what price cuts will do for sales; response in second quarter had not shown any real gains in sales but the fall trade is expected to show benefits from lower prices.

Ice Cream—Reports on sales for a real summer month are not available. Earlier reports did not indicate that the ice cream trade had been able to rally a downward trend that had started in 1947. The manu-

facturers of ice cream are now opposing the sale of what may be called substitutes for ice cream, substitutes that do not use dairy products. Leaders in the trade continue to say that lower prices will prove the biggest factor to boost ice cream sales. With trade organizations spreading the idea of better prices to the consumer, the outlook for the balance of the year is for further price reduction; lower prices on dairy products will aid in that direction.

Juices—Reports for several weeks have emphasized that warehouse stocks of orange juice were being reduced fast. Fortunately for the vending trade, all the firms that have introduced juice vendors have also had contract reserves of juices to supply operators of the machines without being governed so much by the spot market changes. Demand turned to blended and grapefruit juices as the price on orange juice advanced. Operators of juice vendors can follow the same practice as retail stores. Congress has a bill to put citrus juices under the federal price support program.

Milk—Favorable price trends (lower to the consumer) continues to be the big news in the dairy field. Output of milk in 1949 has shown good gains over the same months last year and price trend is expected to be lower for the rest of the year. A political battle over milk prices has prevailed in the New York-New Jersey area.

A soft drink trade paper reported that Alameda County (Calif.) schools had decided to remove soft drink vendors from the schools and replace them with milk dispensers. The California Dairy Interests Advisory Board installed 40 milk vendors on a year's trial basis. It is significant that school authorities still want the service of vending machines, even though they make a change in the product.

Nuts—The nut market has continued quiet, although trade in cashews has showed greater strength. Nuts used in making candy have been marketed by slow demand.

Peanuts—By the time this issue reaches our readers, ten months of the current peanut year will be gone, and a new crop year begins Sept. 1. The most significant report to operators in recent trade has been the big increase in output of salted peanuts—after a period of decline in salting nuts that extended over several months. The current year still shows a declining trend in use of peanuts in candy, and the explanation still seems to be that candy manufacturers are resisting prices on peanuts. Whether candy makers are using soy beans as a substitute or are not making as much peanut candy is not known at the present time. Official crop report on peanut planting for new crop was on the unfavorable side as of June 1; the three major peanut sections reported plantings delayed. All peanut markets in the big centers, as of June 1, reported little demand and slow sales. Chicago, the biggest peanut market, got 28 carloads in one week, however, but sale was reported slow.

Pop Corn—The all-important news at this time—an official report on new planting of pop corn—was not available for this review. It is assumed that crop news has been generally favorable, however.

Soft Drinks—With the big season now on for soft drinks, there is more talk about the competition of soft drinks with other merchandise for the consumer's coins. Even the beer trade says that increasing sales of soft drinks may be one reason for declines in beer sales. Soft drink trade leaders have been warning for some time that sales of candy bars, ice cream, juices, etc., all may reduce to some extent the sale of soft drinks. A sales manager told a state



TOPS In Performance
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\$10.75 Per Machine in Lots of 4, F.O.B. Factory

STANDARD SPECIALTY CO.

3021 - 38th AVE. OAKLAND 19, CALIF.

Delicious Flavor Finest Quality



"Oh Boy! OLD NICK is a WONDERFUL Candy Bar!"

One of the few Nationally Advertised Candy Bars. You can offer and sell it to retailers everywhere in the U.S.A.



"A Honey, Honey, HONEY of a Candy Bar!"

. . . Unique FLAVOR . . . marvelous NAME . . .
finest QUALITY...NATIONAL Advertising...make
BIT-O-HONEY America's fastest-growing Bar.

SCHUTTER CANDY DIVISION, St. Louis

meeting of bottlers that the average person seems to be able to hold only so much liquids, so if he takes milk, coffee, juices, etc., he will consume less soft drinks.

Reports on use of ingredients by the soft drink trade in recent weeks have not shed any real light on whether output is being increased. The bottling trade estimates that per capita sales of soft drinks in 1948 amounted to 166 bottles per person, a real gain over the per capita mark of 155 bottles in 1947. If the rate of gain is still holding this year, sales of soft drinks in bottles should be doing right well.

Official tabulation on 1947 shows that soft drinks made a bigger per capita gain in sales than ice cream, candy, coffee or beer. In that year ice cream ranked second in per capita gains, beer third, candy fourth and coffee fifth.

Local Drink Leads Coke In Milwaukee Survey

MILWAUKEE — There are cities in which a local soft drink ranks in consumer preference above the national best sellers, and that is true in this city. A newspaper survey here gives first place to Grafts, with a score of 36.2 per cent of consumers putting it first.

Coca-Cola scored first in choice with 14.4 per cent and Pepsi-Cola was listed first by 3.9 per cent. Coca-Cola had dropped from a score of 16.8 per cent last year.

Among the surveys, a New York magazine firm recently announced its survey on brand preferences for soft drinks; also showing that 92 per cent of the families in the U. S. buy soft drinks.

Coca-Cola, of course, led with 52.5 per cent of the families listing the brand as first choice; 16 per cent voted for Pepsi-Cola; 7.6 per cent for 7-Up; 2.9 per cent for Royal Crown; 2.6 per cent for Hire's Root Beer; 2 per cent for Dr. Pepper; and 17 per cent voting for a multitude of miscellaneous brands. Eight per cent were not brand conscious at all.

Self-Service Making Gains

ST. LOUIS — A convention of wholesale grocers here emphasized self-service as the biggest thing in reducing costs in grocery stores. Although vending machines were not in the discussions, the general stress of self-service was an indirect boost for vendors.

The vending trade in recent years has seen vending machines make big headway in grocery stores, and the convention produced some data on how important such locations may be.

Retail grocery store trade has climbed from 10 billion dollars annually in 1939 to 32 billion dollars now. One speaker said 86 cents of every dollar that goes for groceries is spent in a self-service store.

Sale of "Standard" Almonds Booming

OAKLAND — Standard Specialty Co. is rapidly attaining the reputation as the country's No. 1 supplier of vending almonds.

"The word is getting around about the superior quality and low price of the Standard brand," says Bert Fraga, head of the company, "and as a result, we are enjoying the greatest almond business in the history of this company."

The Standard almond is processed according to strictest vending machine specifications. It is French-fried in pure coconut oil, and because it is vend-size, it will not clog mechanisms and break the nuts.

The first shipment of Victor's new Topper has been sold out and Fraga has been awaiting additional machines to meet demands in his area.

Death Takes Edwards, Leader In Vending

KANSAS CITY — The wholesale tobacco trade recently lost by death one of its most progressive members. J. Renz Edwards of the F. S. Edwards Tobacco Co., and who had also built up an extensive cigarette vending machine business in the area.

Edwards was especially active in the National Assn. of Tobacco Distributors, was president of the group for many years, and helped found it in 1933. He was also a director of the National Automatic Merchandising Assn.

Cattle Freeze, But "Ideal" Weathers All Weather

LOS ANGELES — When the weather is so frigid that cattle freeze in the fields, that's big news for the general public.

When a scale operates flawlessly during many months of sub-zero temperature, that's big news for the vending trade.

That's what happened in the Mountain States last winter. While livestock froze, the Ideal penny weighing machine proved its great all-weather ability by remaining on outside locations and doing a top job without need of servicing.

Returning from a three-week trip to this area, Robert Stark, head of Ideal Weighing Machine Co., made some interesting disclosures.

"Many outside-location scales were placed in the back room last winter and lost four or five months' play because they just couldn't operate efficiently in those sub-zero areas," he said.

"In scales using an oil pot for the shock absorbers, so as to keep the mechanism from breaking, the cold weather hardened the oil—made it just like molasses. Of

course the scales wouldn't work. By the same token, the hot weather thins the oil too much; the mechanism works too freely, and adjustments are needed."

Stark added that Ideal is so constructed that it doesn't need an oil pot and has been so scientifically designed and engineered that it has proved the most trouble-free scale for both outside and inside locations on a year-round basis.

Tasdelight and Kunkel

Set Impressive Record

WASHINGTON, D. C. — One of the outstanding popcorn operations in the country is that of Tasdelight Products, who have operated hundreds of Kunkel's famous Model K in the nation's capital, Maryland and Virginia for more than ten years.

Because Kunkel Metal Products Co. built a high quality vendor and continually added new improvements to the machine to maintain its leadership, Tasdelight were able to rack up a phenomenal record during the war and continue that record during the post-war era.

During the hectic early '40's, with Washington departments overflowing with personnel, the Model K performed brilliantly 24 hours per day under the most trying conditions.

The record set by Tasdelight has been duplicated by Kunkel operators all over the country and it has won Kunkel the reputation of being the most dependable popcorn vendor ever built.

Philip Morris Annual Report

NEW YORK — The fiscal sales year for Philip Morris cigarettes ends March 31, and the annual report of the firm recently became available. Full confirmation of advancing sales of this brand was made, when it was reported that sales increased by approximately 33 per cent for the past year. This gave stockholders the highest net earnings in the 101-year history of the firm.

The annual report commented on tobacco supply, saying it has the largest inventory of aging stocks in its history. The company opened three new warehouses last year to meet distribution requirements, making a total of 31 warehouses now owned by the firm.

American Tob. Advertises

NEW YORK — Operators of cigarette vendors have perhaps noticed that advertising of Pall Mall cigarettes is back in newspapers after an absence of eight years. It is a part of the big campaign of American Tobacco Co., which will use all available daily newspapers to plug Lucky Strikes also in a campaign totaling \$3,500,000.

While varying the theme, Pall Mall ads suggest guarding against "throat scratch, enjoy smooth smoking," etc.

CIGARETTE VENDING



Planned Merchandising Is Answer to Today's Soft Market

NEW YORK—"Today, the problems facing the vending machine industry are those facing every consumer industry in a softening market," said John S. Mill, vice-president and sales manager of the Rowe Manufacturing Co., in an interview at the Rowe New York office. "In all cases, the only answer can be more concentrated merchandising than ever before. Our industry must clean house—and plan its selling strategy as carefully as other giant industries, where merchandising is accepted as an important part of any selling program. It is our job, as manufacturers to lead the way—and our company, for one, is pioneering in ways to help operators maintain volume and profits.

"For example, the figures show that there are just as many cigarettes being smoked today as ever before—in fact, considerably more. Yet many operators report diminishing cigarette sales. Why? In surveying those markets, we have discovered that the greatest drop occurs when there is a price differential between vendor sales and store sales. People are counting their pennies today, and every penny counts. Again, there have been serious drop-offs in traffic in many vendor locations. People cannot afford to go out as often. The result, less spending in taverns, restaurants and other cigarette machine locations. Vending machine sales, of course, follow this downward trend.

"Here is a situation that must be faced squarely. What do we have to offset it—and how can we best go about doing it?

"In the first place, vending machines have one overwhelming advantage over any other form of retail selling—convenience. It is up to us to make the most of it by seeing that machines are kept clean, appealing and attractive. They should de-

(See PLANNED, Page 38)

Official Report Puts Finger On High Cigarette Revenues

WASHINGTON—One of the most widely quoted reports on cigarettes and other tobacco products issued in recent years was the May 1949 bulletin on the tobacco situation, issued by the Bureau of Agricultural Economics. The recent report emphasizes how much greater is the total tax revenue on tobacco products than is the total paid to growers for the raw tobacco.

The recent report rivals in interest a bulletin issued by the BAE in 1945 which contained a breakdown on who gets what, and how much, of the cigarette dollar. The 1945 report emphasized the growing tax load and also revealed that tobacco growers get the smallest part of the dollar paid for cigarettes.

The BAE report appeared about the time an official revenue report for April had appeared to show that sale of federal tax stamps for cigarettes had taken a drop of about 14 per cent below the mark of April a year ago. The federal revenue report is usually followed as a guide to the trend in cigarette sales, and such a decided drop in April puzzled leaders in the cigarette industry—as one tobacco trade paper put it.

Reports during the months that have passed since January had not indicated that a real drop in cigarette consumption might be starting, although there had been some speculation as to how soon the growing unemployment and smaller payrolls might begin to show in cigarette sales. But, actually, month to month reports had shown a steady rise in cigarette consumption for the year, equal to last year's steady

gains, and then the April report appeared to cause the industry to stop and think.

Many have raised the question as to when high taxes on cigarettes might begin to discourage a growing use of the product. Cigarette sales in the states that have also passed high taxes on smokes have been watched to see if such a trend might show up. Louisiana, with its state fee of eight cents per pack in addition to the federal tax of seven cents, might be regarded as a real testing ground. The evidence thus far, however, has not been conclusive when all the states that have high taxes are taken into consideration.

Some leaders in the cigarette trade are active in working to arouse the public to fight for a reduction in taxes on the item, but the cigar industry has been much more aggressive in fighting for tax reductions than leaders in the cigarette field.

The agricultural report, due to being so widely quoted, may actually start a real fight on cigarette taxes. Petitions have been made to Congress to lower tobacco taxes to the prewar level but this plea has been regarded as lost this year because of the inaction on excise taxes in general.

The cigarette vending trade has never been regarded as committed to a policy of fighting taxes on cigarettes. The official view, as expressed for a number of years by the National Automatic Merchandising Assn., is that cigarette operators are not strong enough in their own organized capacity to form a real opposition to tax proposals in states and cities, no matter how much operators may be in sympathy with the cigarette industry itself in fighting taxes.

The trend in recent legislation, however, has been to include cigarette vending machines in bills that propose a state tax on the product, and hence operators are compelled in such states to take vital interest in the proposed law.

Total tobacco taxes collected by Uncle Sam, and taxing states and cities, is expected to hit the \$1,720,000,000 mark for the fiscal year ending June 30. This is a new record over the previous high of the last fiscal year of \$1,600,000,000. Cigarettes are estimated to pay about 80 per cent of the total load on tobacco products.

Some states have derived so much revenue from a cigarette tax that the totals have become a big item in financing governmental activities. Some of the states showing especially high yields in 1948 are the following:

New York 3c.....\$50,900,000

REBUILT CIGARETTE MACHINES

SOME HAVE NEW PAINT JOBS

All machines have been thoroughly overhauled by trained Rowe servicemen, are in top mechanical condition and excellent appearance.

Set for 20c Operation

8 Col. Rowe Imperials	-	-	-	-	-	-	-	\$50.00
8 Col. Rowe Royals	-	-	-	-	-	-	-	70.00
10 Col. Rowe Royals	-	-	-	-	-	-	-	70.00
10 Col. Rowe Presidents with Crusader-type operating bar	-	-	-	-	-	-	-	95.00

F.O.B. Shipping Point

ROWE SERVICE CO.

LOS ANGELES OFFICE: 2620 So. Hill St., Phone PRespect 3228

SAN DIEGO OFFICE: 727 Third Ave., Phone FRanklin 4246



FOUND

**Plenty of Operators...Plenty of Problems!
So?**

We gave them the answers!

These same operators are now expanding under the Rowe plan...Building greater volume...more profits... establishing themselves more solidly. Maybe we can help you, too.

Why wait?

Just call...write...or wire

Rowe the manufacturer with the operator's know-how,

knows the operators' problems— **Rowe** has the answers.

Rowe

MANUFACTURING COMPANY, INC.

MEMBER: National Automatic Merchandising Association

SALES OFFICE: 31 EAST 17th STREET • ALgonquin 4-7350 • N. Y. 3

WORLD'S LEADING MANUFACTURER OF AUTOMATIC MERCHANDISING EQUIPMENT

Pennsylvania	4c.....	30,300,000
Illinois	3c.....	28,400,000
Texas	3c.....	23,100,000
Michigan	4c.....	22,400,000
Ohio	2c.....	17,600,000

Of the grand total of taxes paid on tobacco products in the United States, the states that have a tax are now getting 23 per cent of the total, while states were getting only 8 per cent of the grand total in prewar years. Cigarette consumption, of course, has more than doubled the prewar years and that accounts for part of the greatly increased revenue.

In addition to giving statistics on cigarette and cigar trade, the Agricultural Dept. also makes predictions at intervals about probable consumption trends in the months ahead. The recent report was issued as of May 23, and its predictions on cigarette and cigar consumption for the balance of the year are all the more interesting because official reports were in on the first few months of the year. The report predicts:

"Domestic use of cigarette tobacco is expected to continue high because cigarette consumption in the United States in 1949 will probably equal or exceed the 1948 record. The output of cigars and the use of cigar tobacco may be lower than last year. . . . Cigarette production for the 1948-49 fiscal year (ending June 30) is likely to be between 380 and 385 billion, compared with 379½ billion in the last fiscal year.

"Cigar consumption is more responsive than cigarette consumption to changes in general economic activity and consumer income. . . . Consumer demand for cigarettes has been little affected, if any, by the small decline in personal income that occurred in the first quarter."

The report said the first quarter showed an encouraging increase in cigarette use, and then calls attention to the decline in sales of tax stamps in April, saying that April withdrawals dropped below the March total and was decidedly below the large figure of April a year ago.

In this report, operators have the official view of the cigarette and cigar outlook, and also a hint that high tobacco taxes may become the object of attack. The official view on cigarette consumption for the year

is slightly less optimistic than it was in January.

PLANNED

(Continued from Page 36)

mand attention, and compel purchasing. This cannot be done with antiquated, unattractive, or inefficient machines.

"In the second place, it is natural to expect traffic to fall off in certain locations. This can be overcome only by concentrating on additional locations, so that total volume sales can be maintained and increased.

"There are literally thousands of locations that have never been tapped—and the broadest possible coverage is needed. To satisfy these markets, our company has perfected both an electric and a manual machine.

"Having foreseen the present market situation some time ago, we laid out a careful program to overcome it. Our salesmen have been trained to give helpful merchandising information to all operators who request it. We consider this a part of our service. Equally important, we have developed plans whereby we can help operators finance the purchase of new machines, so that the machines are producing income which helps pay for them. We have perfected a trade-in plan so that antiquated machines no longer discourage sales.

"Many operators have old equipment they no longer need. By trading it in, they release investment capital for new, productive equipment. This, of course, is essential in today's market.

"Most important of all, we have reduced the price of our Rowe Diplomats—making it easier for the operator to buy, to expand, and to replace older equipment. Lower investments mean greater profits."

Mill pointed out that concrete merchandising and financial help must be worked out by the manufacturer in order to keep his operators doing capacity business. Plans must be fluid enough so that they can be varied for the different needs of different territories.

"We are," said Mill, "justifiably proud of the results achieved so far. We believe that Rowe is taking a forward step that must eventually be followed by other manufacturers in the field."

Wage-Hour Law On Shelf For This Session, It Appears

WASHINGTON—Early in June predictions began to be freely made that Congress would not get around to passing a new Wage-Hour law this session, and recent business trends seemed to have doomed the 75-cent minimum wage idea.

The Federal Wage-Hour Administration has been working on a new set of interpretations of wage-hour laws for over two years, and the issuance of the new regulations has been expected at any time since March. The new interpretations will cover the section known as Regulation 541, which applies to salaried workers in local retailing capacity, and route salesmen, etc.

The vending machine trade, since the great majority of operators do business within a state, has generally maintained silence on the subject. NAMA has issued reports on the subject for the information of its members and there has been a question at times about the application of regulations to "route salesmen"—whether it would apply to service men.

Wholesalers in the candy and tobacco trades have been actively concerned about federal laws that might apply to their "outside salesmen and route men" and have applied for favorable rulings on this group. The new set of regulations is expected to clear up some of the points.

The soft drink trade has been warned that a recent case in North Carolina applied wage-hour regulations to a bottler who purchased "a substantial part of his supplies from without the state."

Reports have previously been published in THE REVIEW to warn of the trend that courts are tending to apply federal laws, especially food and drug laws, to firms or individuals that purchase supplies or goods that have moved in interstate commerce. This is giving a much wider interpretation to interstate commerce.

Soft Drink Legislation In N. C. Arouses Competition

RALEIGH, N. C.—Soft drink legislation aroused many diverse oppositions while the Legislature was in session this year. The body had what was probably the first legislative proposal in the country to ban single-flavor vending machines, a bill that arose from the bitter fight among bottlers last year over this question.

The bill was soon dropped because even a lot of bottlers opposed it, but the annual tax bill, exempted coin-operated machines dispensing milk, dairy drinks and uncarbonated fruit and vegetable juices from the state's business license tax.

Then a bottler in the state, himself a member of the Legislature, called this "class legislation" because large dairies, he said, often bottle uncarbonated fruit drinks to sell in direct competition with carbonated drinks.

Greyhound Bus Uses Stamp Vendor Ads

BOSTON—Latest convert to stamp folder advertising is the Greyhound Bus Co. which recently closed a deal with a local stamp machine operating firm to plug the line's all-expense tours and chartered busses. Folders were supplied by Flatto Mfg. Co., New York.

"Soldiers," said the chaplain, "the subject of my sermon today is Liars. How many of you men have read the 69th chapter of Matthew?"

Nearly every soldier in the congregation held up his hand.

"You are the men I want to preach to," said the chaplain. "There is no such chapter."

Du Grenier ELECTRIC AND MANUAL CIGARETTE VENDORS

America's Finest Cigarette Merchandisers

— and —

The Du Grenier CANDY MAN

5c Candy Bar Vendor

**IMMEDIATE DELIVERY FROM OUR
LOCAL STOCKS**

**Genuine DuGrenier Parts — Used Equipment
INQUIRIES CORDIALLY INVITED**

Literature and Prices Now Available

MESSRS. PARINA & COMPANY

Exclusive DuGrenier Distributors in the eleven Western States

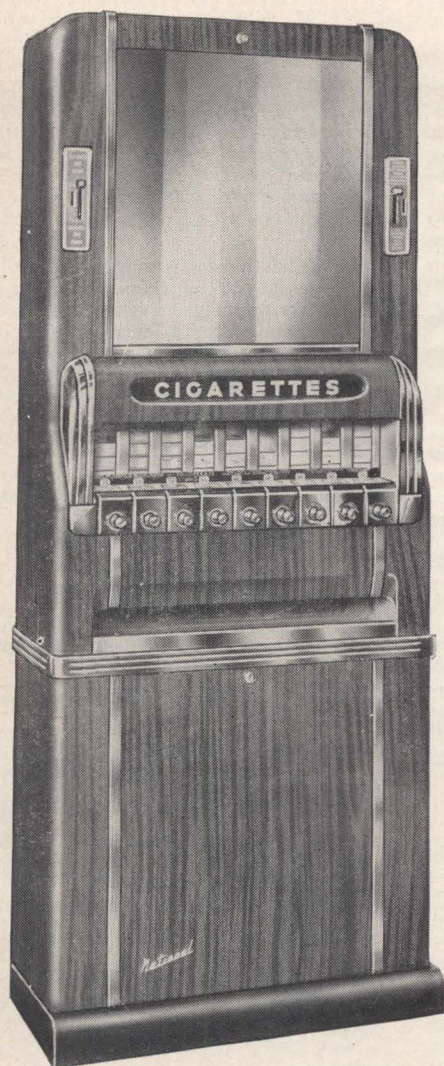
65 Lily Street

Underhill 1-9788

San Francisco, Calif.

It can't be imitated...it can't be matched for **PROFITABLE** **PERFORMANCE**

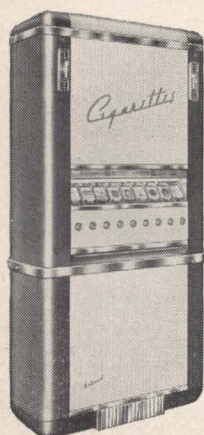
The **BASIC MECHANISM OF** **NATIONAL 9M** MAKES THE DIFFERENCE



NATIONAL'S basic mechanism...designed in 1936 and constantly improved...has made the 9M first choice of smart Operators everywhere. It stands out above all other Cigarette Merchandisers in simplicity of construction...in adaptability to price changes at no cost to Operator...in its unfailing efficiency. Not a made-over pre-war machine, but the last word in automatic merchandising—a machine built not only for today, but for tomorrow and next year...and with top trade-in value. Built of steel, trimmed in chrome and stainless steel, with beautiful mirror and fluorescent Label Brand display. Multiple coin insert (5c—10c—25c), central delivery, nine easy-to-load columns of 440-pack capacity. Penny box match assembly and nickel change-maker available.

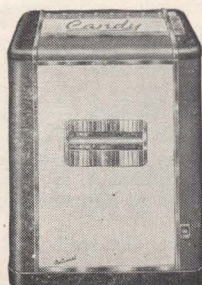
NATIONAL **VENDORS INC.**

5055 NATURAL BRIDGE • ST. LOUIS 15, MO.
MEMBER N. A. M. A. AND N. A. T. D.



NATIONAL 9E

Electrically-operated Conventional-Type Cigarette Merchandiser. Can be equipped with NATIONAL nickel Change-Maker.

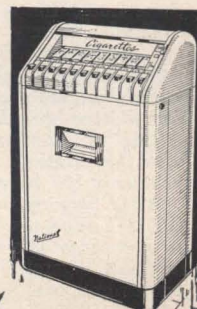


NATIONAL 8CE

Electrically-operated Console-Type Automatic Merchandiser for Candy, Cigarettes, many other items.

NATIONAL 9EC

The last word in Electrically-Operated, Console-Type Cigarette Merchandiser—with built-in Change-Maker and other exclusive NATIONAL features.



WASHINGTON (Continued from Page 26)

with a wholesale value of \$49,819,000. Shipments totaled 1,000 less. Only comparable figures for the earlier 1949 census showed the value of both coin and non-coin electrical phonographs was only \$19,055,000.

A recent Supreme Court decision on basing point practices was the final straw as far as Congress is concerned. In a 4-4 tie decision, the tribunal upheld a Federal Trade Commission contention that adoption of a basing point policy is *per se* evidence of conspiracy. An hour after the verdict was announced, the Senate Judiciary Committee gave quick approval to the bill providing for a one-year moratorium on FTC prosecutions on basing point cases. Even that step was not enough for the Senate. Without the proposal ever having been discussed in committee, the Senate substituted for the moratorium a bill by Senator Joseph O'Mahoney, Wyoming Democrat, legalizing non-collusive freight absorption and delivered prices. Without a dissenting vote, the bill passed the Senate and went to the House where approval was also expected. Enactment of such a bill will effectively block what most industries have termed "extreme" measures on the part of FTC.

April Candy Sales

Dollar sales by candy manufacturers for the first four months of the year were 13 per cent behind the same 1948 period, according to Census Bureau. This ratio was not helped by a poor month in April. Sales for that month were off 21 per cent from March and off 18 per cent from April, 1948. It must be remembered, however, that 1949 sales are being compared with those of the candy industry's record year, 1948. Current sales, though off from the record year, are running about three times those of the pre-war average.

For the past several years, candy makers have been cutting down on the use of peanuts in their products. The current peanut season is no exception. Last season, 75,735,000 pounds of peanuts found their way into candy. This season the amount dropped to 58,677,000 pounds.

Voting in the coin machine referendum in the adjacent county of Prince Georges, Md., was light, but when the ballots were counted, pay-offs for bell machines and pin balls were legalized by a majority of more than a thousand votes. What the Maryland legislature calls "one-armed bandits" are still outlawed, but electric console bells are o.k. In order to prevent outsiders moving in, the law requires that operators be residents of the county for a period of two years. This provision was immediately challenged by C. W. Hendrix, president of Baltimore's General Amusement Co. He filed suit against the county commissioners to force them to issue his firm a license, declaring that the residence requirement was unconstitutional. According to the suit, the Hendrix firm has had machines in the county for the past 14 years, but being outside of the county, would have to discontinue under the law.

Charles County will be the next to vote on legalization. St. Marys, Calvert, and Anne Arundel counties earlier approved machines. Oddly enough, coin machine licenses have been dropping off in St. Marys. A total of 882 were issued in the first year after legalization. For the current license year only 662 have been issued.

After hanging fire for more than a year, the D.C. sales tax has finally been enacted. It goes into effect August 1. Under the new law, cigarettes are subject to a special tax of one cent per pack, but are exempt from the sales levy. Cigarette vending ma-

chines require special licenses. The license fee was left to the discretion of the D.C. Commissioners by Congress. At this writing the fee is still undetermined. The sales tax figures out at 2 per cent but is higher on items retailing for less than a dollar. Commodities under 14 cents are exempt.

Year Test Decides For Multi-Flavor

CLEVELAND—Standard Oil of Ohio is reported to have tested single-flavor and multi-flavor types of bottle vendors for a year, and the result has been a decision in favor of multi-flavor machines for its service stations. About 300 such machines have been installed, according to the report.

The firm not only tested both types of machines but also endeavored to get opinions from consumers as to which type of machine they preferred. This opinion was obtained through the well-known practice of Standard Oil in having post cards available at stations so that customers can comment on services or suggest improvements.

The year's test revealed that soft drink sales increased about 25 per cent in stations having the multi-flavor vendors, these stations having previously had the one-flavor machines.

The company also decided to purchase its own machines so that it would be under no obligation to stock any particular flavor, but could stock and sell whatever flavors that seem to be in demand. The firm reported that vendors help much in preventing pilfering from open coolers and the tendency of many drivers to forget the fact that they had a drink from the cooler.

The report is expected to be widely used in a debate within the soft drink trade over single-flavor machines, an issue which was even carried to Congress and hearings held on it. The issue seems to have lost a lot of its heat in recent months, and especially that a decided tide in placing cup type vendors is under way.

Laymon Praises New Bally Champion Game

LOS ANGELES—"How could a game possibly be better than Citation is what the operators are asking about Bally's new Champion," states Paul A. Laymon, Bally distributor, "and this time Bally has actually built a one-ball which is greater than Citation for Champion is really three games in one."

"The new game has the famous ever-advancing Citation-odds; in fact all of the profit-proved features of Citation, plus plenty of new ideas to bolster the play and keep the coins rolling. An operator has but to play Champion and he will quickly recognize its possibilities," added Laymon.

Also commanding attention at Laymon's is the new Quizzer which Paul declares is holding up well on location. With new scoring devices and a new low price the game is one that operators can use almost anywhere. Teamed with it is the famous Wilcox-Gay Recordio which makes a recording of the voice and vends it with an envelope for a quarter. Machine takes a small amount of space and possesses unlimited appeal in almost any type of location. A new low price has recently been announced on this unit also.

Down in a rural Georgia court a jury was being selected. One man, a rather surly-looking farmer, was claiming exemption, but seemed very reluctant to state the grounds for his claim. At last, when pressed, he blurted out:

"Well, your honor, the truth is I have the itch."

"Clerk," was the judge's instant demand, "scratch him off, scratch him off!"

Pop Corn Manufacturers Plan Bigger Exhibits at '49 Show

CHICAGO—Pop corn manufacturers recently announced the date and general plans for the next annual convention, under the auspices of the National Assn. of Popcorn Manufacturers. The convention will be held at the Palmer House here, Oct. 24-26. This is a change in hotels and also an earlier date for the annual convention.

Tom J. Sullivan, new executive secretary of NAPM, will be assisted in convention planning by A. J. Villeisse, former secretary and who will act as general convention chairman; W. W. Hawkins, Confections, Inc.; Leonard M. Japp, Special Foods, Inc.

With larger accommodations for exhibit space, more stress will be put on this part of the meeting. The hall has space for 75 booths and the displays will be open at least eight hours each day, the committee says.

The association has recently launched a new program of activities, including a membership campaign, a research program in cooperation with the federal government and special services for members. The group is keeping closer tab on legislation also. Sullivan, the secretary, has enlarged the official publication of the organization and has added a vending machine department.

SOURCE BOOK REVISIONS

April 15 - June 15

1. MANUFACTURERS & SUPPLIERS

Change of Address:

Cole Products Corp., 39 S. La Salle St., Chicago, Ill.
Fred Hebel Corp., 9301 Belmont Ave., Franklin Park, Ill.
Multiple Products Corp., 5210 Bonita, Dallas, Texas.
Oak Mfg. Co., 11411 Knightsbridge Ave., Culver City, Calif.
Standard Scale Co., 1609 Delmar Blvd., St. Louis 3, Mo., Phone: Main 5737.

Out of Business:

C. T. Girdner Co., 4253 S. Lincoln St., Venice, Calif.
Mercury Shuffleboard Co., Heart-Wall Bldg., Long Beach, Calif.

Additions:

A. & G. Mfg. Co., Lee's Summit, Mo.
American Telescope Co., Evansville 8, Ind.
Automatic Products Co., 2632 Nicollet Avenue, Minneapolis, Minn.
Paul Boizelle Corp., Rockville, Md.
Brummett Enterprises, 1200 Redondo Ave., Long Beach, Calif., Phone: 3-6404.
Cedar Hill Farms, Inc., Cincinnati, Ohio, Mr. George Huheey.
Chambles Shuffleboard Mfg. Co., Chambles Industries, El Campo, Texas, Earl C. Chambles.
Columbia Wire & Supply Co., 2850 Irving Park Rd., Chicago 18, Ill.
Electric Cashier Corp., Burlington, Vt., Frank Herschde, Pres.
Federal Television Corp., 137 Duane St., New York, N. Y.
E. W. Flatto & Sons, 17 W. 60th St., New York, N. Y., E. W. Flatto.
Futuramic Machines, Inc., 2303 Westchester, New York, New York, Frank Q. Doyle, Sales Mgr.
G. & S. Enterprises, 1319 Gaviota Ave., Long Beach 13, Calif., Phone: 787-18.
Glide, 317 Broadway, Oakland, Calif., Phone: GL 2-2543.
Gordon Foods, Inc., 1075 Sylvan Rd., S.W., Atlanta, Ga.
Guildmasters' Shuffleboard Co., 5th and Oak, New Albany, Ind., Phone: 4-1429.
Harrison Co., 50 Stone St., New York, N. Y., George Harrison.
Hayes, Jakes & Brittain Vending Co., Old Hickory, Tenn., Messrs. Howard Hayes and Bryan Jakes.
Hopax Electric, Inc., 547 Greenwich St., New York 13, N. Y.
Harry L. Hussman Jr., Inc., 2201 Mills St., El Paso, Tex.

J. F. Sales Co., La Crosse, Wis., Frank Funke.
J. M. Shuffleboard Co., 17 N. Schenley Ave.,
Youngstown 9, O., Phone: 9-3496.
Kolodny Distributing Corp., Fox Island Rd., Port
Chester, N. Y., Harry Kolodny.
L. & F. Enterprises, 1157 Post St., San Francisco,
Calif., Phone: PR 6-2630; Lou Fish.
Lavoie Laboratories, Morganville, N. J.
Magneswitch, Inc., 4259 S. Western Ave., Chicago
9, Ill.
Mero Industries, 1332 W. 69th St., Chicago 36, Ill.,
Phone: Hudson 3-2387.
Michigan Games Mfg. Co., Elde Bldg., The
Heights, Mich., Phone: Houston Lake 3946.
Mini-Pool Co., 5304 Custer St., San Diego, Calif.,
Phone: J 2269.
Modern Amusement Co., 2093 Santa Fe Ave., Long
Beach, Calif.
Nation Wide Novelties, Inc., 4615-17 S. State St.,
Chicago 9, Ill., Phone: KE 6-3623 or 6-2630,
Charles M. Gillard.
Nuway Shuffleboard Co., 1324 E. First St., Los
Angeles 33, Calif., Phone: AN 2-1003.
Pelouze Mfg. Co., 1218 Chicago Ave., Evanston,
Ill.
Phillips & Katzaroff Co., 3702 S. Main St., Los
Angeles 11, Calif., Phone: AD 3-2945, Messrs.
Phillips and Katzaroff.
Pin Money Exchange, Inc., 123 N. Wacker, Chi-
cago 6, Ill.
Pollak Engineering & Mfg. Corp., 262 Passaic St.,
Newark, N. J.
Royal Maid Products, 3605 N. Smedley St., Phila-
delphia 4, Penna.
Royal Shuffleboard Co., 4253 S. Lincoln St.,
Venice, Calif.
H. J. Sawyer, 2244 Arthur Ave., Chicago 45, Ill.,
Phone: Rogers Park 4-0228.
Shufflette Distributors Co., 2775 California Ave.,
Seattle, Wash., Phone: WE 9186.
Stone Propellor & Mfg. Co., Inc., 701 E. Gilbert,
Wichita, Kan.
Tasco Supply Co., 206-208 N. Richmond St., Ap-
pleton, Wis.
Topps Mfg. Co., Rochester, Ind., Mr. H. Korb.
Vibro Vita Products Co., Ridgefield Park, N. J.,
E. H. Tyomslund.

2. CLASSIFIED INDEX OF MA- CHINES, SUPPLIES AND SERV- ICES

BEVERAGE DISPENSERS:

Cup-type:
Automatic Products Co.
Coffee Dispenser:
Futuramic Machines, Inc.
Milk Dispenser:
Cedar Hill Farms, Inc.

COFFEE CONCENTRATE: (For use in coffee
vending machines):
Harrison Co.

CABLE & WIRE:

Columbia Wire & Supply Co.

CANDY BAR VENDORS:

Kolodny Distributing Corp.

CIGARETTE VENDORS:

Pollak Engineering & Mfg. Corp.

CONVERSIONS: (Cigarette Machine):
Kolodny Distributing Corp.

COIN CHANGER:

Electric Cashier Corp.

COIN BOXES:

ABT Mfg. Corp.

COOKIES:

Gordon Foods, Inc.
Royal Maid Products
ELECTRICAL EQUIPMENT:
Hopax Electric, Inc.

LIQUID DISPENSERS:

Sun Tan Lotion:
Hayes, Jakes & Brittain Vending Co.
NUTS: (Peanuts):
Gordon Foods, Inc.

PARTS & SUPPLIES:

Magneswitch, Inc.
Pelouze Mfg. Co.
Pin Money Exchange, Inc.

POOL-TABLES:

Michigan Games Mfg. Co.
Mini-Pool Co.

POSTAGE STAMP VENDING MACHINE

FOLDERS:

E. W. Flatto & Sons

RADIOS:

Lavoie Laboratories

REPAIRS & MAINTENANCE:

Shuffleboard:

Guildmasters' Shuffleboard Co.

SANDWICHES:

Gordon Foods, Inc.

Royal Maid Products

SHUFFLEBOARDS:

Chambles Shuffleboard Mfg. Co.

Harry L. Hussman Jr., Inc.

Nation Wide Novelties, Inc.

Nuway Shuffleboard Co.

Royal Shuffleboard Co.

Shufflette Distributors Co.

Stone Propellor & Mfg. Co., Inc.

SHUFFLEBOARD & POOL TABLE (combination):

Phillips & Katzaroff Co.

SHUFFLEBOARD SCORING UNITS:

A. & G. Mfg. Co.

Brummett Enterprises

G. & S. Enterprises

Genco Mfg. & Sales Co.

L. & F. Enterprises

Marvel Mfg. Co.

Mero Industries

Modern Amusement Co.

SHUFFLEBOARD SUPPLIES:

Glide

J. M. Shuffleboard Co.

H. J. Sawyer

Stone Propellor & Mfg. Co., Inc.

Vibro Vita Products Co.

TELESCOPE:

American Telescope Co.

TELEVISION:

Federal Television Corp.

UNIFORMS:

Topps Mfg. Co.

3. TRADE MARKS & NAMES

Aquacade—United Mfg. Co.

Black Diamond—H. C. Evans

Dari-Mart—Cedar Hill Farms, Inc.

"52"—Paul Boizelle Corp.

Glide—Glide

Koffee King—Futuramic Machines, Inc.

Level-Matic—Amusement Devices, Inc.

Mini-Pool—Mini-Pool Co.

Moderne (shuffleboard)—Pacific Shuffleboard Co.

Modern—Modern Amusement Co.

Newbole Glamour Table—Phillips & Katzaroff Co.

Pool-Ette—Michigan Games Mfg. Co.

Quiz Bank—Telequiz Corp.

Refresh-O-Mat—Automatic Products Co.

Regal—Brummett Enterprises

Scorer—Pacific Shuffleboard Co.

Slickshot—Shufflette Distributors Co.

Spray-a-Tan—Hayes, Jakes & Brittain Vending Co.

Sunset Electro Score—G. & S. Enterprises

Super Hockey—Chicago Coin Machine Co.

Supreme—Stone Propellor & Mfg. Co., Inc.

Topper—Victor Vending Corp.

4. JOBBERS & DISTRIBUTORS

Change of Address:

Kertman Sales Corp., 20 Windsor St., Rochester

5, N. Y., Phone: Hamilton 7555

O'Connor Vending Machine Co., 400 Water St.,

Portsmouth, Va., Phone: 4779 M., Mr. K. A.

O'Connor

Sues, Young & Brown, 3636 So. Bronson, Los

Angeles, Calif.

United Coin Machine Co., Inc., 3724 W. Vliet St.,

Milwaukee, Wis.

Williams Distributing Co., Inc., 1082 Union Ave.,

Memphis, Tenn.

Winters Distributing Co., 1713-15 Harford Ave.,

Baltimore 3, Md.

Wolf Sales Co., 276 W. 1st St., Salt Lake City, U.

Out of Business:

Coast Enterprises, 3709 W. Pico, Los Angeles,

Calif.

Galbreth Hospital Radios, 1767 N. Las Palmas,

Hollywood, Calif.

U. S. Automatic Stores, 5712½ E. Beverly Blvd.,

Los Angeles 22, Calif.

ADDITIONS:

American Shuffleboard Co., 5631 So. Harlem Ave.,

Chicago, Ill., Messrs. Jim & Dan McFall

Amusement Devices, Inc., 1867 Rutherford Ave.,

Detroit 19, Mich.

Automatic Merchandising Co., 2021 Carroll Ave.,

Chicago 12, Ill.

The Ballard Co., 407 Sansome St., San Francisco,

Calif.

Brady Distributing Co., 522 E. Trade St., Char-

lotte, N. C.

Central Music Distributing Co., Inc., 1523 Grand

Ave., Kansas City 8, Mo.

Cruze Distributing Co., Inc., 122 S. Seventh St.,

Louisville, Ky.

Davies Automatic Sales, 1518 Boyd Ave., Racine,

Wis.

Empire Distributors, 582 Valencia, San Francisco,

Calif.

Howard Machine Products Co., 2754 W. Diversey

Bldg., Chicago 47, Ill.

Illinois Mechanical Candy Sales, 1148 W. Van

Buren St., Chicago 7, Ill.

Jem Shuffleboard Sales Corp., 2275 W. Pico Blvd.,

Los Angeles, Calif.

Kostakes Novelty Co., 209 E. Park Ave., Charlotte,

N. C., George Kostakes

Lectronics Research Laboratories, 1021 Callowhill

St., Philadelphia 23, Penna.

Norseamerica, 356 So. Broadway, Los Angeles,

Calif.

Pearl Wax Products Co., 76 Riverton Dr., San

Francisco, Calif.

Pero Associates, 11 W. 42nd St., New York, N. Y.,

Jack Pero

Videograph Sales, Inc., Mr. Leon Prenskey, c/o

Bonzanza, Inc., 2980 W. Pico Blvd., Los Angeles,

Calif.

Wolf Sales Co., 117 E. Broadway, Tucson, Ariz.

NEW MACHINES...

Manufacturers are requested
to send announcements of all
new machines and products to
COIN MACHINE REVIEW,
1115 Venice Blvd., Los Angeles
15, Calif.

AUTOMATIC BOOK VENDING MACHINE
CORP., 381 Fourth Ave., New York 16, N. Y.—
Production scheduled to start on book vendor about
August 1; vendor called *Book-O-Mat*, has been shown
at conventions previously; capacity about 200 books,
and storage space for about 350 additional books;
operators may purchase books from Pocket Books,
Inc., at 16½ cents each, delivered through local
distributors for the publisher, selling at 25 cents
retail; trade practice permits returns; locations sug-
gested include hospitals, small hotels, gas stations.
Availability: Mentioned above.

AUTOMATIC DEVICES, Springfield, Mass.—A
target pistol game which offers a replica of .45 Army
pistol for player use; the illuminated target board
is hung on wall; pistol and target are attached by
cords to coin box, using convenient plug-in connec-
tions; a free-play attachment may be had.
Availability: Reported in full production.

BALLY MANUFACTURING CO., 2640 Belmont
Ave., Chicago 18, Ill.—Two new one-ball tables,
called *Champion* (free-play) and *Kentucky* (auto-
matic); *Champion* provides important and tested
features of *Citation* and other hit games produced
by firm in past years; special new features include
two Horseshoe buttons, new "Wild" holes (28), new
double score (320 replay top score), and new free-
play register; firm announces trade-in policy on
Citations.
Availability: Reported in full production.

BEACON MANUFACTURING CO., Inc., 26020
Groesbeck Highway, Roseville, Mich.—A newly im-
proved table game, offering billiard features, called
QT; table is described as beautiful, natural birch
72 in. long, 37 in. wide, and 33 in. high; playfield
has 200 holes, players use cues to try to drop balls
in the numbered holes without upsetting tee in
center; dime play with timer, permits one to four
players.
Availability: Reported in full production.

BROWN AMUSEMENT CO., 423 N. E. 22nd
Ave., Portland 15, Ore.—A circular type table game,
called *IT*, offered with wall type scoring unit to
provide coin operation, either 5 or 10 cents; called
a very fast game, it permits two, three or four
players, singles or doubles, and various game ideas;
requires about eight square feet of floor space; list
price, \$395; scoring unit, \$155.

CHICAGO COIN MACHINE CO., 1725 Diversey
Blvd., Chicago 14, Ill.—A new game, eight feet in
length, which was approved under the strict licens-
ing regulations of New York City; offers super high
score and automatic scoring features; said to offer
fast 35-second play; combines features of shuffle-
board and novelty games; player slides a puck
toward contact pins suspended over rear of play-

VICTOR RECORDS

- | | | |
|---|---------|---|
| — | 22-0028 | HONEYSUCKLE ROSE (V Rhythm); YOU WERE MEANT FOR ME (V Rhythm), Rose Murphy |
| * | 20-3454 | ANGELS NEVER LEAVE HEAVEN (V); MY HEART BEATS FASTER (V), Tony Martin |
| * | 20-3455 | EVERYTIME I MEET YOU (V FT); TWO LITTLE NEW LITTLE BLUE LITTLE EYES (V), Perry Como |
| — | 20-3456 | MAYBE IT'S BECAUSE (V FT); LIFE BEGINS WHEN YOU'RE IN LOVE (Waltz VC), Claude Thornhill |
| * | 20-3458 | DIXIE (V); I ONLY HAVE EYES FOR YOU (V), Jane Pickens |
| — | 20-3453 | FATMAN'S POLKA (Inst.); SKAL, SKAL, SKAL (Waltz), Six Fat Dutchmen |
| — | 22-0025 | A NEW SHADE OF BLUES (V FT); THIS IS ONE TIME, BABY (FT), Three Blazers |
| — | 20-3446 | BEAUTIFUL BLONDE FROM BASHFUL BEND (FT VC); THEY CAN'T TAKE THAT AWAY FROM ME (FT VC), Tex Beneke |
| — | 20-3447 | LORA-BELLE LEE (V FT); LUCILLE (FT VC), Johnny Bradford |
| — | 20-3448 | WHISPERING WATERS (V FT); BABY, IT'S COLD OUTSIDE (V FT), Sammy Kaye |
| * | 20-3449 | BRAN NEW DOLLY (FT VC); CHEEK TO CHEEK (FT), Count Basie |
| — | 20-3451 | FATHER'S DAY (V N FT); AS THE GIRLS GO (FT VC), Bobby Clark |
- (See VICTOR RECORDS, Page 42)

field; puck rebounds to player after each slide, player getting 15 slides for nickel. Game called *Bango*.

Availability: Reported in production now.

H. C. EVANS & CO., 1528 W. Adams St., Chicago 7, Ill.—A new console machine, called *Winter Book*; firm stresses the sensational odds feature, providing up to \$25 high jackpot on nickel play; odds range from 10 for 1 up to 500 for 1, no build-up necessary; has 7-coin head, meaning seven coins possible for every game; built according to precision methods for which firm has a long reputation; five or 25-cent play.

Availability: Reported in production now.

EXHIBIT SUPPLY CO., 4218-30 W. Lake St., Chicago 24, Ill.—A new 5-ball game, called *Gondola*; playfield features six scoring bumpers to spell out word "Venice"; arrangement of bumpers encourages cross-ball action; contains flippers, super bonus, kicker holes and other special features.

Availability: Reported in full production.

D. COTTLIEB & CO., 1140-1150 N. Kostner Ave., Chicago 51, Ill.—A new 5-ball game, called *Double-Shuffle*; features playfield with two sides that give player extra chances to win; backboard offers a shuffleboard design to show progress of scores; playfield offers five red and five green bumpers, on right and left sides, to provide scoring points; game records extremely high score points; special bumpers provide extra scoring advantages.

Availability: Reported in full production.

GROETCHEN TOOL AND MFG. CO., 126 N. Union St., Chicago 6, Ill.—A new counter game type of machine, called *Atom*; a cigarette sales booster, with cigarette or fruit reels; weighs 6 lbs., 5½ by 5½ by 6 inches.

Availability: Reported in production.

STONER CORP., 328 Gale St., Aurora, Ill.—Two new vendors; one a low-priced Model 102 of *Univendor* to list at \$99.50; offers six columns to hold 102 bars; new model similar to other *Univendors* except that new machine does not offer 5, 10 and 20-cent mechanism, omits chrome trim, etc.; other models of *Univendor* will remain in production.

A new vendor model for hard candies, gum, etc., called *Cadette Model A*; a separate unit adapting features of the 4-in-1 hard candy unit offered for use in *Univendors*; new unit has four columns, holds 36 to 43 packs of gum, 24 to 28 mint packs, etc.; list price, \$65.

Availability: Reported in full production.

WILLIAMS MANUFACTURING CO., 161 W. Huron St., Chicago 10, Ill.—A new 5-ball game, called *Star Series*, with baseball game features; has single entry coin chute, taking 5, 10, 25 cents, credit unit, recording advance payments; player manipulates batting and pitching, with backboard showing ball players run the bases; lights on playfield diamond show the men on bases; offered in replay or novelty models.

Availability: Reported in full production.

(VICTOR RECORDS, Continued from Page 25)

- * 20-3452 THERE'S NOTHIN' LIKE A DAME (V FT); WHEN IT'S SPRINGTIME IN THE ROCKIES (V FT), Zeke Manners
- 22-0024 CARELESS LOVE (Rhythm V); YOU'RE HEARTLESS (Rhythm V), Four Tones
- * 20-3441 ROOM FULL OF ROSES (V FT); IT'S SUMMERTIME AGAIN (V FT), Sammy Kaye
- * 20-3442 SHADRACH (V N); THE GENERAL'S HORSE (V N), Phil Harris and Quartet
- 20-3443 DAISIES WON'T TELL (V N); WE'RE FROM AFAR (V N), Page Cavanaugh Trio
- 20-3445 MARIANNE (V Polka); I LOST MY HEART (V Waltz), Joe Biviano
- 20-3439 PORTRAIT OF JENNIE (FT VC); IF YOU COULD CARE (FT VC), Freddy Martin
- * 20-3436 I'M NOT TOO SURE OF MY L'AMOUR (V FT); I WANNA BE LOVED (FT VC), Ray McKinley
- 20-3437 I HAD MY HEART SET ON YOU (V FT); DON'T TAKE MY WORD, TAKE MY HEART (V FT), Spade Cooley
- * 20-3440 BAR ROOM POLKA (V N); THE MILLER'S DAUGHTER (V Polka), Merrie Museette Orchestra
- VICTOR FOLK**
- * 21-0068 ARKANSAS TRAVELLER (Inst.); THE GAL I LEFT BEHIND ME (Inst.), Spade Cooley
- * 21-0069 TENNESSEE YODEL POLKA (V Polka); SWISS LULLABY (V Yodel), Rosalie Allen and Elton Britt
- * 21-0065 RIDERS IN THE SKY (V); ROOM FULL OF ROSES (V), Sons of the Pioneers
- 21-0066 YOUR BIG BOUQUET OF ROSES (V); LORD PROTECT MY DARLING (V), Dave Denny
- 21-0062 MARRIAGE VOW (V); THE STAR SPANGLED WALTZ (V), Hank Snow
- 21-0063 DADDY PLEASE FORGIVE (V); THE MORNING AFTER (V), Shorty Long
- 21-0060 ALL I NEED IS SOME MORE LOVIN' (V); THERE'S A BLUEBIRD ON YOUR WINDOWSILL (V), Montana Slim
- 21-0056 LORELIE (V); RAINBOW IN MY HEART (V), Elton Britt
- 21-0057 SOMEONE'S LAST DAY (V); WHY DO YOU WEEP, DEAR WILLOW (V), Carter Sisters
- * 21-0058 GONE DOWN THE DRAIN (V); IN ONE EAR AND OUT THE OTHER (V), Georgia Crackers
- 21-0055 DEAR JOHN (V); ONE HEART, ONE LOVE, ONE LIFE (V), Jim Boyd

BARGAIN Mart

10c PER WORD, MINIMUM \$2.00

No General Delivery ads accepted. Send copy, with remittance, to COIN MACHINE REVIEW, 1115 Venice Blvd., Los Angeles 15, Calif.

CIGARETTE AND CANDY VENDING

Machines. Will sell or buy any quantity, any make, model or size. Also any other equipment. Have full stock of U-Needa-Pack parts. MACK POSTEL, 6416 N. Newgard Ave., Chicago 26, Ill. (TF)

NEW AND PRECISION REBUILT

LoBoy Scales, International Ticket Scales, 5c Selective Bar Vendors, ball gum, stick gum, and nut machines. Free price list. ADAIR COMPANY, 6928 Roosevelt, Oak Park, Ill. (TF-C)

SCALES WANTED

Cash paid for all types of coin-operated scales. R. STARK, 1012 West 43rd St., Los Angeles 37, Calif. (TF-C)

FREE MULTIPLE STAMP FOLDERS

with advertising given with each order. Immediate delivery. Write for details. T. FLATTO, 17 West 60 St., New York City. (M-C)

FOR SALE

Northwestern Model 33 Peanut Vendors, new, \$7.85. Keeney Favorites, free play and payout, new, \$169.50, used \$79.50. WESTERN DISTRIBUTORS, 1226 SW 16th Avenue, Portland, Oregon. (MJJ-C)

DIGGERS

Exhibit Iron Claws, Erie Diggers, hand operated; Exhibit Merchantmen, Roll Chute Mutoscopes, Buckleys, Rotary Merchandisers; we buy, sell, exchange Diggers and Rotaries. NATIONAL, 4243 Sansom, Philadelphia, Pa. (J-P)

COIN WRAPPERS

Coin Counting Machines. Tubular Wrappers 1c, 5c, 10c, 25c 50c, guaranteed heavy paper, 75c per 1000 in lots of 100,000 or more discount. Accurate Penny Coin Counters, heavy aluminum, \$1.50. Operator's Handy Belt Pockets, 2 for 60c. Collection Books \$1.00 per dozen. Coin Counters: Hand and Electric models from \$85 and up, all guaranteed. HECHT NIELSEN, 1322 Congress St., Chicago 7, Illinois. Tel. Haymarket 1-1088. (TF-C)

DECALCOMANIA TRANSFERS

Decalcomania Transfers now offered in small quantities. Quick delivery. An attractive name plate on your product is the best advertisement. Sideline salesmen wanted. Also, make money with our line of Automobile Initials and Sign Letters. Free samples. "RALCO" X-L, Boston 19, Mass. (TF-C)

YOU CAN NOW BUY

All Victor, Silver King and Northwestern machines on time payment. Twenty weeks to pay. Write for details. ROY TORR, Box D, Lansdowne, Pa. (4/50C)

CHARMS—LOWEST PRICES

Charms double, treble profits in bulk vendors. Write quickly for free samples. Lowest prices on plastic and metal charms, stone and cameo rings, gold and silver wedding rings, knives, dice, jacks, skulls, balloons, bells and jumping beans. BECKER VENDERS, 105-4 Dewey St., Brillion, Wisc. (A-C)

WANTED BY MANUFACTURER

Tools and Dies for any type vending machine. Will pay cash. BOX 955, c/o Coin Machine Review, 1115 Venice Blvd., Los Angeles 15, Calif. (J-P)

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No other coffee vending machine on the market offers so much of everything that's necessary for operators to develop this tremendous market to its fullest potential. KOFFEE KING is a product of one of the finest engineering minds of the country and, what's more important, it's been tried, location-tested . . . proved itself fully perfected for trouble-free operation, simplified servicing and minimum maintenance. Check the features on this page and see if you don't agree that your future in Coffee Vending is truly with KOFFEE KING.



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Width 24½ in.
Depth 19½ in.
Height 69 in.



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All Units Easily Removed
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NO WATER TANK

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One Cup at a Time.



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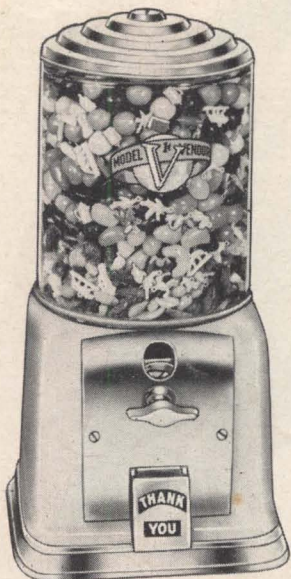
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